Digital Data Scientist

In conjunction with the Digital Strategy team, you will be responsible for transforming data into strategic and operational insights designed to deliver value to the organization. The Digital Data Scientist (DDS) must be a master storyteller. You must be able to spot the data, interpret what it is saying, and present the findings in a form that is easily understood by a wide array of audiences. Core skills in mathematics and data analysis are critical in this role. You will be required to utilize information gathered to resolve complex issues, and weigh benefits and detriments of alternative solutions.

The Digital Data Scientist will be able to follow leads and identify paths to gather data, leading to improvement in key areas of our client's digital and omni-channel experience. Fundamentally, our Digital Data Scientist (DDS) will function as "air-traffic control" or the chief listening officer for IPP social media clients and our other content channels. You will be required to monitor the different social media spaces for trends and insights. Further, you must be able to educate appropriate team members, who will use this information to solve problems for our clients.

Role & Responsibilities

- To research industry best practices and stay up-to-date on analytical practices.
- To use a combined knowledge of computer science and applications, modelling, statistics, analytics, machine learning algorithms and maths to solve problems.
- To sift and analyse data from multiple angles, looking for trends that highlight problems or opportunities.
- To interpret the data analysis with a focus on actionable recommendations.
- To determine additional data needed to support insights.
- Managing social listening reports in conjunction with creative, tech and strategy teams in an effort to understand client needs and devise possible solutions.
- Understanding & utilizing Digital Marketing Keyword & Hashtag strategies
- Understanding & utilizing advanced Boolean search techniques
- Understanding & utilizing monitoring tools across social networks such as Supermetrics, Hootsuite, SWIX , Sprout Social, Tweetdeck or even Radian6

- Managing various analytic platforms to refine targeted advertising, improve customer satisfaction, establish trends in location data, and enhance features and services for our clients.
- Understanding internal processes and how information flows throughout the organization
- Creating and managing Email Marketing campaigns and delivering customer analytics to our clients.
- To communicate methodology to technical and non-technical business partners/clients via monthly &/or quarterly reports.

Core Accountabilities

- Working independently and making key decisions on projects
- Strong command of the English language
- Strong verbal and written communication skills
- Working knowledge of Microsoft Excel, digital media platforms & ad strategies
- Exploring and surpassing current tools to deliver the best solution to the problem
- Exhibiting ability and desire to thrive in a proactive, highly engaging, high-pressure, client-focused environment
- Being inquisitive and having a real passion for continuous self-improvement and development of new skills
- Social skills with ability to connect and develop positive partnerships

Qualification & Experience

- B.Sc in Computer Science, Information Technology, or Data Analytics
- At least (1) year of experience in a similar Data driven or Analytical role
- At least (1) year of Customer Service experience