



Director of Data Science

Job Title: Director, Data Science
Reports to: VP, Audience Insights
Location: Atlanta, GA

Who we are

UP Entertainment, home to UPtv, UP Faith & Family and AspireTV, is the destination for positive and authentic storytelling that is relevant to each network's audience. UPtv, the trusted network for uplifting entertainment, offers exclusive premiere movies, uplifting theatricals and beloved series. UP Faith & Family, America's favorite streaming service for families, gives instant access to the best in family and faith-friendly entertainment anytime, anywhere, and AspireTV is the leading network for Black and urban lifestyle programming.

Who you are

You are someone who will work closely with UP Entertainment executives to create and grow UP Entertainment's SVOD, AVOD and FAST product offerings. You are a well-rounded and experienced data scientist – adept at usage analytics and custom data to create a complete and accurate picture of UP's audiences. You are a team player – you will work very closely and collaboratively with the core SVOD, tech, programming, marketing and support teams on a daily basis. You are someone who develops a keen understanding of the business so that you'll not only report on performance but also add insights that help to grow audiences and improve marketing effectiveness. You are comfortable working in conjunction with the Head of Technology & Engineering in ensuring sound data governance throughout the pipeline. And above all, you are a data geek – finding and growing the data sources and insights that will grow UP's audiences and deepen customer loyalty.

What you will do

The Director Data Science will assist in collection and analysis of user/usage data across all UP platforms with a view to:

- Identify and Profile Users
 - Understand their interests / likely interests.
 - Identify patterns that can inform user experience, content presentation and offers to engage.
 - Dynamically segment audiences to better target messaging.
 - Create/acquire models to identify and activate prospects for deeper engagement.
 - Create user personas.
- Provide granular and accurate targeting models for UP Faith & Family outreach.
- Use available data streams to help Sales and Marketing optimize conversion costs for:
 - Linear viewership for key programming
 - SVOD free /paid trials
 - App downloads
 - List / messaging signup
 - Social media engagement / conversions / subscriptions
- Identify usage and viewing patterns to:
 - Inform content acquisition.
 - Optimize messaging and calls to action.
 - Optimize sequencing of content across platforms.
 - Identify groups most likely to responsive to calls to action and identify efficient ways to target and address those groups.
 - Build and maintain customer propensity scoring models leveraging machine learning.



- Collaborate with the UPFF Acquisition & Retention Team to:
 - Develop and deploy audience testing strategies.
 - Optimize campaign KPIs for best conversion results across messaging/CTA, content, creative, target, and posting time of day.
 - Relay audience test results to Consumer Marketing, Programming, etc. with recommended usage insights.
- Dashboarding and Data Visualization:
 - Design & maintain corporate dashboards across UP Entertainment products.

What skills and experience you will bring to the table

5+ years' experience Data Scientist with Big Data experience, ideally in D2C customer acquisition /subscription. Media experience is a plus, but not essential as long as you are willing to become a TV expert.

The ideal candidate will possess the following skills:

- Solid understanding of data science and analysis fundamentals.
- Deep, hands-on understanding of data exploration, querying, data visualization, and ML-model building & validation.
- Experience working with user targeting algorithms for major social media / UGC platforms.
- Proficiency building dashboards and reports through a data visualization tool. Looker or PowerBi proficiency is a plus.
- Deep experience in SQL querying large databases within a cloud environment. Experience with AWS Redshift or Google BigQuery is a plus.
- Deep experience in Mar Tech Systems is ideal.
- Experience in either R or Python. Both is a plus.
- Building machine learning models from scratch to validation, production, and then optimization over time.
- Experience with the APIs and Webooks to Extract, Transform and Load data is a strongly preferred.
- Experience working with Customer Data Platforms or Segment with respect to generating personas is a plus.
- Experience working with Analytic and Messaging tools such as Google Analytics, Firebase and Algolia to create or manage audiences and predications.

Characteristics:

- Understands and adapts to client needs while maintaining independence and analysis integrity
- Strategic Storyteller - able to review large quantities of data and distill to concise, cogent and clear findings that help to achieve goals.
- Able to be a "learn-it-all" across ever-evolving toolset in the data science world.
- Able to work under tight deadlines, deliver on time and able to effectively manage expectations of key constituents.
- Able to prioritize and manage task list and deliver results on time.

Language Ability

Ability to write reports, business correspondence, and procedure manuals. Ability to effectively present information and respond to questions from groups of managers, clients, customers, and the public.



Reasoning Ability

Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists. Creative thinking is a must with ability to see and analyze trends. Ability to interpret a variety of instructions furnished in written, oral, diagram, or schedule form.

Computer & Software Skills

To perform this job successfully, an individual must have proficiency with standard MS Office (Word, Excel, PowerPoint) and advanced knowledge of statistical and data visualization software (see experience).

Supervisory Responsibilities

This job currently has no supervisory responsibilities. This job description should not be construed to imply that these requirements are the exclusive standards of the position. Incumbents will follow any other instructions and perform other related duties as may be required by their supervisor. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions of the job.

Application Process

To apply, submit your resume to Human Resources at <https://app.trinethire.com/companies/183-up-tv-aspire-tv/jobs/42526-director-of-data-science>

For information on our company, visit www.uptv.com