



We Get Family

Job Description

Job Title: Director, Data Science
Report To: SVP, Research
Location: Atlanta

Summary

You will work closely with *UP Consumer Engagement* and *UP Faith & Family* executives to create and grow *UP Entertainment's* digital product offerings.

- You must be 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 must be a **team player** – you'll collaborate with UP executives on a daily basis. You'll need to develop a keen understanding of the business so that you'll not only report on performance, but add insights that help to grow program effectiveness and audience base.
- And above all, you must be a **data geek** – finding and growing the data sources and insights that will move Marketing, Digital, and Audience KPI's to deepen customer loyalty and expand our products and businesses.

Essential Duties and Responsibilities

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

1. Identify and Profile Users
 - a. Understand their interests / likely interests
 - b. Identify patterns that can inform user experience, content presentation and offers to engage
 - c. Dynamically segment audiences to target promotional messaging
 - d. Create models to identify and activate prospects for deeper engagement (i.e. email lists, receipt of notifications) and/or purchase of a la carte services such as SVOD
 - e. Create user personas
2. Provide granular and accurate targeting models for outreach to other platforms including social media, blogs, YouTube and paid media buys (all platforms)
3. Use available data streams to help Sales and Marketing optimize conversion costs for:
 - a. Linear viewership for key programming
 - b. SVOD free /paid trials
 - c. App downloads
 - d. List / messaging signup
 - e. Social media engagement / conversions / subscriptions
4. Identify usage and viewing patterns to:
 - a. Inform content acquisition, production and/or editing decisions
 - b. Optimize messaging and calls to action
 - c. Optimize sequencing of content across platforms
 - d. Identify groups most likely to be responsive to *calls to action* and identify efficient ways to target and address those groups
5. Digital Campaign Management
 - a. Develop and deploy audience testing strategies
 - b. Optimize campaign KPIs for best conversion results across messaging/CTA, content, creative, target, and posting time of day
 - c. Relay audience test results to Consumer Marketing, Programming, etc. with recommended usage insights

Experience

Five-plus years' experience in one or more of the following:

- Mobile app marketing / customer acquisition
- Analysis for SVOD or other online customer acquisition
- Digital and Social content analysis and optimization for a large and/or rapidly growing web publisher
- Growth Hacking in the Digital or Social space
- Audience and Target Identification / Audience Testing Matrix for social media pages or YouTube Channels
- Analytics related to gaming, especially mobile "freemium" gaming models
- Advertising / messaging / content optimization for a large platform with sophisticated targeting capabilities such as streaming music services, UGC services or social media platforms

The ideal candidate will possess the following skills:

- Solid understanding of data science fundamentals
- Deep, hands-on understanding of digital data mining and model creation
- Experience working with user targeting algorithms for major social media / UGC platforms
- Proficiency with DataHero, Mixpanel, Mouseflow
- Experience deploying and optimizing conversion-oriented campaigns using SEM, Ad Words, Programmatic and Paid Social (Facebook/Instagram, Twitter, Snapchat, Pinterest)
- A proven track record of driving results through optimization of marketing and messaging

Characteristics

- Works well in a creative environment – 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 work under tight deadlines
- 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 Google Analytics, Nielsen Social, ComScore, native Social platform analytic tools, variety of digital and social analytics software such as Omniture and Netbase and marketing automation tools like Mailchimp. Additionally, MS PowerPoint, Word and Excel.

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-uptyv/jobs/6664-director-data-science>

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