Senior Data Scientist

About the job

About the Agency:

We are the world's largest independent global B2B marketing agency, where curious minds create the future. This is where you will find thought provoking, ego-quashing, mistake learning, all including, convention breaking, and always growing marketers with a passion for what they do.

Recent accolades include Large Agency of the Year 2022, Global ACE Awards Gold winner 2022, and being on the Sunday Times Fast Track 100 list.

We're curious—about change, about that next opportunity, and about you. And we're building a place for people with the creativity and camaraderie to enjoy life at Transmission and help write our future.

The Role

We are looking to hire an experienced data scientist to join Transmission and help design and implement machine learning models within our AWS and Snowflake ecosystem. This includes monitoring performance and streamlining reporting processes.

What You'll Do:

- Hands-on with data science and machine learning projects
- Understand Transmission's current analytic capabilities and access to media platforms
- Develop requirements and collaborate with analytic team leaders to integrate analytic solutions into Transmission's or client product platforms.
- You will be able to analyse client 1st party marketing interaction data and connect with 3rd party data sets.
- Integrate APIs seamlessly to ensure smooth data flow and application functionality.
- Use your data science experience to identify the best analytic approach to solve complex marketing problems facing B2B clients including:
- Create & deploy proprietary audience propensity models for media teams within the digital media activation ecosystem
- Demonstrated knowledge of multi-channel attribution to see each channel's value and importance for a campaign

- Experience in working within Media platforms to implement custom audience segmentation.
- Experience in A/B testing within web, email, and advertising utilities.
- Consult and approve ETL and data architecture within Transmissions client data lake
- Design, develop, and evaluate unsupervised, supervised, and reinforcement machine learning algorithms.
- Development of multi-channel marketing dashboards & visualizations including management of data streams through ETL / Data connectivity platforms.

What You'll Bring:

- Demonstrated proficiency working with business and technical teams to integrate algorithms into platforms using large datasets
- Expert statistics skills such as distributions, stat sig testing, sample sizing, regression, etc.
- Strong organizational, communication, and presentation skills
- Proven ability in handling concurrent projects with attention to detail and accuracy
- Familiarity with digital and media analytics
- Masters degree in computational, mathematical, engineering, or scientific field
- 3-5 years of industry experience in areas such as data science, machine learning, artificial intelligence, and statistics application
- Mastery of the following languages SQL, Python, R, etc. – Must.
- Strong knowledge and experience working with APIs, particularly RESTful APIs.
- Proficient with AWS cloud services and Snowflake warehousing infrastructures
- Experience manipulating structured and unstructured data sets
- Ability to join, explore, and establish quality checks on data from various disparate sources
- Capable of reducing vast amounts of unstructured data into manageable inputs that provide actionable insights
- Ability to apply techniques to data with missing values, outliers, and inconsistent formatting

Benefits & Perks

- 20 days annual leave, which increases by 1 day for every year with us (up to 25 days)
- Flexi benefits

- Agile working arrangement
- Birthday celebration and day off
- Medical and vaccine/booster leave
- Dedicated learning and development program for every member of staff
- Company Culture Committee covering wellness, D&I, CSR and social – lots of initiatives.
- Working with a young, vibrant team in a globally renowned co-working environment

We're smart.
And have a constant urge to learn more. We encourage questions and innovative mindsets. At the same time, we value empathy and collaboration over ego. The most rewarding outcomes are achieved together.
We're fearless.
We celebrate the diversity of thought and experiences. We push boundaries. We're not afraid of failure. We welcome it because learning from mistakes is how we grow as people and as a company.
We're transparent.
We earn trust by showing respect and being honest. We value the breadth and depth of each person and their story. We form a happier, healthier, more confident team because we're open with each other and have unique ways of thinking.
This is how we drive your now and define your next. Come join us.
Transmission is an Equal Opportunities Employer. We are committed to fostering an inclusive workplace and your race, gender, sexual orientation, age, or disability have no influence on our hiring decision.