Job Profile for Software development Role

About Affinity

Established in 2006, Affinity.com is an advertising technology holding company which ideates, invests and develops businesses around the intersection of technology, media and advertising. It today operates 6 different business units – mCanvas, Siteplug, VEVE, AdopsOne, Yield Solutions and GoodGuilt. We solve unique digital advertising and media problems globally by building scalable technology and creating proprietary and thrilling ad/media experiences for brands with its key focus on User Experience.

We are a company which realizes that its employees are its most important assets & hence we strive towards providing a conducive work environment, which is flexible, professional, prospering, stable, innovative and truly international in scope. If you wish to build a career with a thriving, fast-paced and cutting-edge technology company that offers personal & professional growth, we sure do want to hear from you.

We are a bunch of creative and technology-driven mavens that are on a mission to make ads engaging. We pride ourselves on creating unique, compelling stories and telling them with an interactive style.

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Jr. Software Engineer

The candidate will be part of a team responsible for building ad products, ad-widgets, and backend engineering with focus on ad formats and ad serving algorithms affecting user's web experience for millions globally. The candidate has to be innovative and diligent, someone who understands browsers, web page structuring, can analyze and solve problems, make progress, identify risks, and develop solutions.

He/She should be able to work with a team to achieve product goals in time.

Responsibilities:

- Handle assignments related to the product front end ad-platforms, including backend application development, deployment, optimization, performance and scale.

- Work with team on developing dynamic websites, applications for consumer internet using PHP, MySQL Writing optimized SQL Queries (MySQL)

- Developing various ad formats using JS widgets for front-end websites, these JS widgets will be integrated as JS Tags by publisher partners for various ad layouts.

- Work with technology, product and business teams to enhance commercial value of the product by building/updating product features.

- Build cross-browser compatible, highly performant, highly scalable, efficient, distributed, cloud based, low latency product.

- Write clean, testable, readable and maintainable code that scales. Take ownership of assignments, code and features, from design through production deployment, enhancements and support. Troubleshoot production issues and identify practical solutions.

- Develop relevant analytics data to keep track of product growth. Understand data thoroughly and have insights about the various business use cases.

- Implement state-of-the-art processes involving popular tool GIT, SVN, Agile practices, versioning repositories, sophisticated issue tracking, code reviews, testing

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Required Skills:

- Good knowledge of relational databases, version control tools and of developing web application
- Added advantage if you have exposure to advance technology components like– caching techniques, load balancers, distributed logging, distributed queries, queueing engines, containerization, html/CSS optimization, web server optimization, AWS/Google Cloud.
- Ability to write high performance production quality code with solid engineering skills
- Understanding of collecting, mining, cleansing, analyzing datasets and reshaping unstructured/ raw datasets and managing huge-structured datasets
- Awareness on MapReduce/Hadoop, Hive, Impala for handling distributed data
- Exceptional verbal and written communication skills
- Creative, out-of-the-box thinker with sharp analytical skills and problem-solving ability
- Excellent teamwork skills, ability to self-start, share insights, ask questions, and report progress.
- Flexibility to work in a fast-paced and highly dynamic environment.
- Driven, self-motivated, with an inclination towards learning and grasping new concepts
- Excellent numerical ability and attention to detail

Benefits:

- Young, Dynamic, Competitive workenvironment
- 5-day work week
- Casual dress code
- Allowances (medical, maternity,etc.)
- Bonus- Performance, Referral, Marriage & Child
- Big Results = Big Rewards

Designation: Jr. Software Engineer

Department: Technology

Location: Mumbai