



Disruptive Innovation: Big Data for Media job descriptions and Content Analysis

Selections from an academic paper

by Martha Stone, submitted in January 2017.

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Disruptive Innovation with Big Data

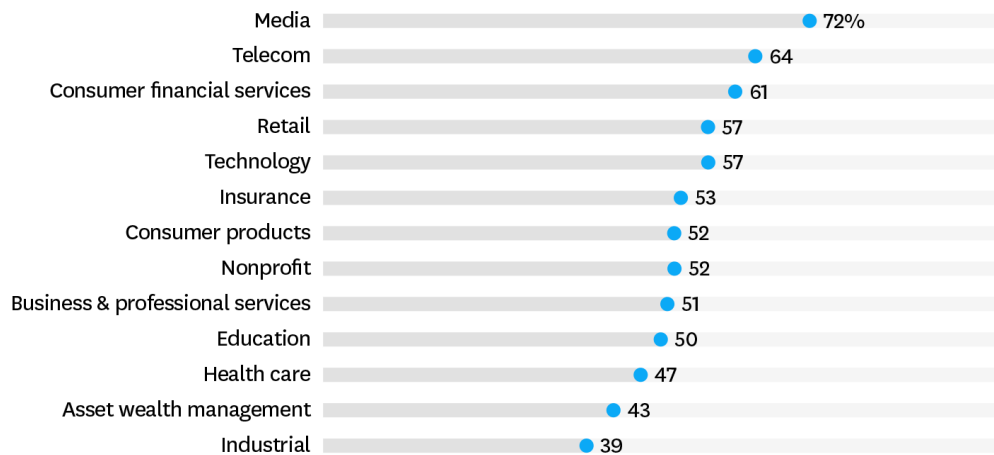
In essence, the news media industry is victim to the reality of “Disruptive Innovation” at the hands of the Internet incumbents. The concept, “Disruptive Innovation,” was coined and developed by ex-Harvard University professor Clayton Christensen, and is used in a variety of disciplines impacted by profound change, including media, technology, education, medicine and business. However, the majority of the research is concentrated on digital technology impacting previous generation state-of-the-art technology. Disruptive innovation was first described in detail in the book “The Innovator’s Dilemma,” (Christensen 1997).

The first vestiges of the impact of disruptive innovation came about in the mid-1990s, when traditional media such as newspapers and television stations, were launching their websites. Internal cultural barriers paralyzed traditional media companies during this time (Christensen 2006), rendering them unable to respond to fast-moving, engineer-dominated Silicon Valley upstarts.

The investigation of disruptive innovation should start with definitions of innovation and disruptive innovation. *Merriam-Webster* defines innovation as “a new idea, device or method,” or “the act or process of introducing new ideas, devices, or methods.” Disruptive innovation is the process by which an innovation creates a new market or network, which eventually disrupts an existing market or network, and eventually replaces the existing products, companies and networks (Christensen, 1997). For example, Christensen describes multiple disruptions in the newspaper industry in *Blueprint for Transformation*, a report commissioned by the U.S. newspaper industry’s American Press Institute and carried out by Christensen and his team from 2005 to 2006. The multiple disruptions include a declining newspaper reading habit trend, and multiple advertising disruptions, including a shift from print to digital advertising dominance, fuelled by Internet giants Google and Facebook grabbing the majority of the advertising market share. Another strong trend is that newspaper advertisers themselves are being disrupted in their own industries, such as retail and automotive, which forces these advertisers to reduce newspaper ad spending. Collectively, this has had a devastating effect on print-based newspaper advertising revenues over time. The newspaper industry continues in the process of disruptive innovation. (Christensen, 2006)

Twenty-two years after the news industry’s first website was launched, the media industry continues to be disrupted. According to a poll of executives from multiple industries, the media industry is by far the most disrupted industry, followed by telecom and consumer financial services. 72 percent of the media executives polled said they anticipate their industry will be moderately or massively disrupted in the next year.

Executives Who Anticipate Moderate or Massive Digital Disruption in the Next 12 Months, by Industry



SOURCE "DIGITAL PULSE 2015," BY RUSSELL REYNOLDS ASSOCIATES

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(Grossman 2016)

Christensen's antidote to the disruption is to identify the "jobs to be done" by the disrupted company in order to survive and thrive in the new ecosystem. Christensen suggests looking at what successful competitors have accomplished and ask what your company's customers are trying to do when they engaged with the competitor. He uses Craigslist as an example, which provides free online classified advertisements sites in 70 countries. The site was launched in 1995, and was easy to use and searchable, while newspaper ads were expensive and not easy to buy or search for the user.

Understanding the world through the lens of jobs-to-be-done gives us an incredible insight into people's behavior...Successful companies understand the jobs that arise in people's lives and develop products that do the job perfectly. And if a company does this, customers will instinctively "pull" the product into their lives.

(Christensen 2012)

Christensen said that formula for facing the disruption head-on and succeeding is to systematically build new products for audiences using this three-step process:

1. What is the job that audiences want done?
2. What kinds of employees and structure does the company need so it can fulfill that job-to-be-done?
3. What is the best way to deliver that information to audiences?

New disruption: Big Data

A new disruption is playing out now for the media industry. Digital media strategies are being expanded considerably to include data-driven operations across the media companies, especially medium and large media companies around the world (Stone 2016).

This time, traditional media companies are challenged with the threat of Big Data technologies deployed by the likes of technology powerhouse companies such as Google and Facebook. These disruptors are using data-driven technology to target content and advertising precisely to individuals, not broadcast to the entire Internet population. The results are more engagement and loyalty with readers and higher-value advertising revenue. Media companies have responded strategically by launching their own Big Data Departments aimed at growing, engaging and monetizing their print and digital audiences. (Lindsey 2015)

In the past three years, some media companies have doubled or tripled the size of their fledgling Big Data departments in order to accommodate the many demands of data analysis, and to inform and expand new product development. (Stone 2016)

GROWTH IN DATA DEPARTMENT PERSONNEL, 2014-2016
IN NUMBER OF EMPLOYEES

	2014	2015	2016
Financial Times			20 data engineers 23 data analysts and 3 data scientists
The New York Times			50 data scientists and data engineers
Schibsted	6 data scientists 4 data engineers	26 data scientists 24 data engineers	35 data scientists, 35 data engineers
The Washington Post		60 engineers	95 engineers
The Weather Channel	Fewer than 10 engineers	More than 10 engineers	More than 20 engineers

Sources: Interviews, company reports

The data department serves all of the media companies' divisions, including advertising, marketing, newsroom, management, finance and circulation. The reliance on actual audience statistics rather than hunches has transformed the culture of some media companies. Culture change is essential in order to move forward a whole-company strategy such as Big Data. (Stone 2016) (Brown-Smith 2012)

You can't talk about digital without also mentioning its lifeblood — data.We have seen that data quickly shifts the power structure in an organization. Decisions that had previously been deferred to those with years of experience and "a feel for what the customer wants" are now being challenged with data. And whoever has the data has the power to make strategic decisions. Organizations that foster a culture of making data-based decisions will be in a stronger position to weather the changes ahead. (Grossman 2016)

The New York Times, like other media companies, is faced with disruptions from especially Google and Facebook. In 2013, the company launched its Big Data department, and since

has expanded to 50+ engineers, analysis and product developers.

One of the most profound changes brought about by Facebook's ever-improving technology, is the ability to personalize its newsfeed. Conceivably, each of Facebook's 1.6 billion users has vastly different newsfeeds, depending on their friends' contributions to their newsfeeds. Facebook's sophisticated algorithms enable this real-time, tailored text, photos and video publishing.

"Facebook has based its entire focus on personalization of content feeds that come from publishers and other sources. People really like personalization. Question is, how do you set up a business model using personalization? The answer is, you have to adapt," said Laura Evans, chief data scientist for the New York Times. Evans' team of 50+ data scientists, engineers and product developers are working on new products around the hot topic of personalization. (Stone 2016)

Three things drove the NYT to engage in Big Data, according to Evans:

1. Cross-industry fascination with Big Data
2. Need for efficiency at the NYT
3. Need for personalization in order to compete with the likes of Facebook and Google

The Financial Times also has embarked on a strategy of Big Data in 2008, making the FT the most experienced data department in the media industry. Personalization also is a key objective for the FT, defined by news and advertising content delivered to customers that is personally relevant to them.

“In the past, publishers' business models have been predicated on two key elements: content and distribution. With disruptive innovation forces at play, now another element is emerging: Relevance. The use of artificial intelligence technology in the delivery of news and information to customers provides the new competitive advantage: relevance. It's about delivering the right content at the right time on the right platform,” according to Tom Betts, Chief Data Scientist for the Financial Times.

Media consumption will continue to evolve in the next years, accelerated by artificial intelligence. The FT's ace in the hole is their dominance of subscriptions for print and digital platforms, and their deep knowledge of their customers' usership habits. They have built a customer-first focus on their subscribers, and then parlay the information they know about their subscribers into personalized advertising and subscription campaigns. They have made Betts a member of the board of directors, showing how important data and the surrounding importance customer knowledge has on their business, now and in the future.

The FT's data staff has grown to about 50 scientists, engineers, analysts and product developers as the company becomes data-centric. It is a trend that is emerging across the industry.

In the most progressive organizations, the Chief Digital Officer role is being absorbed, as standalone digital teams are integrated into the core business, leaving hybrid general managers in charge. CDOs beget the need for Chief Data Officers and Chief Analytics Officers. Moreover, new roles, such as the Chief Growth Officer and Chief Customer Officer are emerging. Tasked explicitly with driving growth, these roles combine strategy, corporate development, investment, and operations, as

companies seek to find meaningful new revenues streams. (Grossman 2016)

Content analysis

Research Question: Media companies around the world are responding to the latest wave of digital disruption – data-driven personalization – by transforming their companies from traditionally run content companies, to data-driven content and technology companies.

Before publishing on the Internet, traditionally run content companies consisted of a newsroom with journalists and editors who would produce a daily newspaper with a production staff, financed by advertising and subscription revenue. The daily newspaper was a one-size-fits-all product for its readers.

In 1994, newspapers started to shift their businesses to the Internet, providing a new platform for editorial and advertising, and driving a non-stop publishing cycle. However, in the 20 years since news media companies launched their newspaper websites, they were never able to make their “digital dimes” make up for the “newspaper dollars” lost. During that time, many fewer readers consumed the newspaper, circulations diminished, and therefore, advertising revenue plummeted. (NAA 2014) While newspapers tried to grow their audience by expanding their digital offerings, they were never able to compete with the global reach of Internet giants Yahoo!, Facebook And Google, which were able to monetize their vast audiences. Newsmedia companies responded by creating innovation practices in order to improve their advertising and content businesses. Focus was on higher yield digital advertising and growing audiences and audience engagement. All of these innovation practices have revenue implications, as audience size and time spent with content (engagement) are key factors in attracting advertising campaigns from agencies and directly from advertisers.

In the past five years, data-driven advertising and editorial experiments launched at Silicon Valley companies started to gain traction. DoubleClick, which was purchased by Google in 2008, has perfected its automated “programmatic” ad-serving platform, and has grown its real-time ad serving to hundreds of millions of targeted impressions per month to websites around the world. The technology has replaced ad trading and placements on websites made by humans, which was a much less efficient process. Facebook bought LiveRail in 2014, which serves personalized display advertising on the right rail on Facebook users’ news feed. Facebook has also launched more personalized algorithms for its newsfeed, which make each of the company’s 1.6 billion pages as individual as a fingerprint. All of these technologies have been responsible for the growth of advertising and usership on the Internet.

The most innovative media companies saw Big Data as a way to compete against the digital behemoths, and achieve wins in advertising and engagement by creating new advertising and content products targeted at segments of their readership. The media companies are building their new data departments with data scientists, engineers and analysts, and works as team members with editorial, advertising and marketing to create new products for engagement and profit.

Media companies are responding to these popular technologies, and are building personalized, targeted technology of their own. The New York Times is building a targeting algorithm for native advertising, for example (Stone 2016). The Financial Times is using its vast subscriber data to target content and advertising based on personal preferences and usage patterns. (Stone 2016).

Content analysis

Newsmedia companies are advertising for jobs that never existed three years ago. Among them, data scientist, data journalist, data engineer, and data analyst, and variations on these basic titles. The following observations and analysis are based on a study of 38 job descriptions currently posted online, in which the word “data” is mentioned about 500 times. The job descriptions include 21 for data analytics, nine are for technical and eight are for editorial positions.

Observations and reasons for these new job positions

- Data department in general, and these jobs specifically were in part a reaction to market forces and digital disruption.
- These job descriptions signal a desire to transform these media companies, from print or TV-focused, to digital and data-focused.
- These job descriptions replicate or are similar to the kind of jobs available for almost the past decade in Silicon Valley at companies that consider themselves technology companies, not media companies, for example, Google, Facebook, Microsoft, Twitter, and Yahoo!
- The subtext to these descriptions is that a data-driven world, traditional media companies must play by the new rules in the new ecosystem.
- These descriptions suggest that in order for these traditional media companies to attract these highly skilled data professionals, these companies must have the infrastructure and appeal of the competitors, such as flexible work conditions and benefits, and a forward-thinking or even “cool” culture.
- Data positions are becoming pervasive throughout every department of the media organizations represented in these job descriptions.

- The majority of positions are hybrid positions, for the purpose of cross-departmental collaboration and consistency of data insights messaging across the media organizations. Many of these descriptions mentioned cross-department teamwork functions or reporting data analysis across departments. This pervasive element of most of the 38 jobs suggests that Big Data is a whole-company strategy with necessary functions and outputs across each of the companies' departments.
- Many of these new job descriptions suggest that a culture change among companies is under way, and that data is the driving force. Time will tell if these cross-department catalyzing positions will lead the way for news organizational structures, workflows, and group culture replacing siloed culture.
- **Job description themes**
- Most of the job listings point to an overarching strategy for these media companies: The desire to understand, engage and monetize audiences in a systematic way. For example, the companies represented in these job descriptions are routinely monitoring audience behaviors and to use that data-driven knowledge to be “actionable”, that is, to sell more advertising and subscriptions, expand audience by replicating previous success with specific audiences, and engage audience members better by targeting and serving stories and advertising that are relevant to them personally.
- The job descriptions are segmented into three categories of data job positions: Editorial, Data Analyst and Technical.
- Editorial job descriptions are defined as those where the main job duties reside in the editorial department or newsroom, and where there is some focus on data use, synthesis or output.
- Data analyst positions are defined as those where the main job duties are focused on

the analysis of audience, sales or other data within the media company, regardless of department where the position is situated.

- Technical, data-focused positions are defined as those data programming, engineering, or data science positions where the main job duties are situated in the data or tech departments.
 - After “data,” most used word in the job descriptions is “product” or “Product development”, used 45 times, and used across the three segments.
 - Those job descriptions that mention product development all indicate that audience data informs and inspires product development targeted to its audience.
 - An example of an editorial position with product responsibilities is the Data Operations Editor at Dow Jones. “The Editor will also partner with News, Product and Technology to deliver on projects that add new data or better leverage existing market data content.”
 - An example of a data analytics position with product responsibilities is Digital Media Analyst at McClatchy. “The Video Lab at McClatchy is a collaborative group of creatives -- across editorial, revenue and product areas -- focused on delivering experiences that connect with new and existing audiences.”
 - An example of a technical data position with product responsibilities is Scripps Data Scientist, with cross-departmental responsibilities including product development. “The Data Scientist blends the skills of a business thinker with those of a data analyst: asking questions, turning data into knowledge, forming conclusions, and making recommendations that enable the company to innovate, differentiate itself from its competitors, work smarter, make better decisions, and enhance profitability...The Data Scientist will also participate in the creation and measurement of new business processes, tools, and products.”
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- Some of the most advanced job descriptions seem to come from the most innovative media companies in the world. Among them, a job description from Facebook called “Data Analyst, consumer insights,” but with a job description like a data scientist and hybrid job responsibilities of data analyst and scientist, plus an ability to work on a team to build data-driven products. “Job description: Facebook's mission is to give people the power to share, and make the world more open and connected. Through our growing family of apps and services, we're building a different kind of company that helps billions of people around the world connect and share what matters most to them. Whether we're creating new products or helping a small business expand its reach, people at Facebook are builders at heart. Our global teams are constantly iterating, solving problems, and working together to make the world more open and accessible. Connecting the world takes every one of us—and we're just getting started. Facebook is seeking a data scientist for our industry-facing Consumer Insights practice (Facebook IQ, <http://insights.fb.com/>) in North America. In this role you are responsible for delivering analytics, maintaining dashboards and pipelines that uncover unique, people-centric insights that are actionable for advertisers and marketers. You will enjoy working with top-notch people, one of the richest data sets in the world, cutting edge technology, and the ability to see your insights presented on the world stage on a regular basis. We do work on audiences (e.g. youth, multi-cultural, etc.), media (e.g., rise of messaging), verticals (e.g. education, healthcare, etc.), markets (e.g. profiling high growth markets) and more. You will work closely with Consumer Insights. This job requires a master or PhD in computer science or related field.”
 - Lower-level data jobs seem to be about data gathering, while higher level data jobs seems to be about analysis and product development
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- Editorial data jobs are about three overarching categories: Data visualization, journalism audience data trends, and data journalism editing and management
 - Data analytics jobs are the most prevalent job listings gathered. This corroborates findings in other studies where data analysis is one of the most important objectives for a data strategy (Stone 2016). However, the data analysis job description category also comprises the most variables. Included among the listings are analysts for specific departments in media companies, such as editorial, marketing or advertising. Also, some of the qualifications are different: some are more marketing analysis oriented, = some are more computer science oriented and some are more mathematics or statistical oriented.
 - Technical data jobs are mostly data scientist listings, and a few are data engineer or programming listings. These listings can be separated by two key differences: PhD-level data scientist listings qualifications, and bachelor's degree qualification listings.
 - Most of the jobs require skillful knowledge of a variety of data platforms and technologies. For technical side, some sought-after technologies skills include RapidMiner, MySQL, Python, Excel, Hadoop, Spark, Hive, and Impala; while for editorial, some technology proficiency requirements include Excel, Access, Illustrator and Tableau; and for analytics, some technology proficiency includes Google Analytics, Chartbeat, Social Flow, Krux, and Tableau.
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Raw job descriptions archive, collected from September 2016 to December 2016.

Data job descriptions: Editorial, Data Analysis and Technical

EDITORIAL/JOURNALISM DEPARTMENT

(Notes: General purpose data journalism)

Data Editor, Recode

Recode (<http://www.recode.net/>) covers the intersection of business and tech with authority. From breaking news and expert analysis to ground-breaking interviews at our signature Code conferences, we are the most influential brand in tech business news.

Recode is looking for a data editor, based in our New York or San Francisco office.

Your job will be to lead our efforts in data journalism and research, including establishing and leading our data collection and analysis efforts, producing data-informed news and features, helping design new storytelling techniques and tools, and promoting and supporting data journalism across our editorial staff.

A good candidate will have some experience as a journalist or analyst, with competence in statistics and/or data visualization, and interest in technology and business.

An ideal candidate will have a deep background in writing, computer science and/or statistics, data visualization, and personal interest in a specific technology or business coverage area.

Requirements: ¥ At least some of experience as a journalist, analyst, or data-visualization designer.

- ¥ The ability to deliver clean, accurate copy on deadline.
- ¥ An interest in using data for journalism, focusing on technology and business.
- ¥ An interest in working with more than a dozen colleagues to introduce and support data-driven research and storytelling.
- ¥ Attention to detail in writing, math, and visual design.
- ¥ The ability to work mostly independently, with support and input from editors and colleagues.
- ¥ A creative, collaborative spirit, comfort trying new ideas, knowing some won't work.
- ¥ The ability to work from our New York or San Francisco office most days.
- ¥ Some evening and weekend work. To apply, please submit a resume, cover letter, samples of your work, and a link to an online presence — blog, podcast, Twitter stream, etc. — that you're proud of.

Vox Media is one of the fastest growing media companies today, combining the best content, tech nology, and distribution capabilities to connect with an audience of 170 million people each month who rely on us for a modern, intelligent take on the world. Simply put, we create smart media brands for smart audiences.

About working at Vox Media: This is a permanent, full-time position with excellent benefits—including flexible hours and generous parental leave. Vox Media strives to provide comprehensive healthcare options for our employees and to ensure that our

healthcare and other benefits are LGBTQ-inclusive. You'll be joining a group of focused, hard-working, creative people who are passionate about doing work that's challenging and fun—and who strive to maintain a healthy work/life balance.

(Note: General purpose data journalism)

Senior Data Editor (New York), TheStreet

TheStreet, Inc. (www.t.st.com), an award winning financial media company, is seeking a Senior Data Editor to build and international team of data journalists. This entrepreneurial journalist will be tasked with creating news and special reports around unique data tied to board rooms and corporate cultures. This role will work across business units and multiple revenue streams as well as every area of the newsroom.

Responsibilities:

- Build out and manage an international team of data journalists
- Use data to help journalists come up with stories
- Create news and special reports using data
- Work across business units and multiple revenue streams

Qualifications:

- Bachelor's degree in Journalism, Communications or a related field
- 5 – 10 years of experience working with data in journalism
- Reporting experience with a record of delivering results in a deadline environment
- Experience with complex data sets and analytical software programs a must
- Ability to manipulate data for presentation using Excel, Access, Illustrator, Tableau

To Apply:

Please send your resume along with salary requirements with “Senior Data Editor” in the subject line to resumes@thestreet.com

TheStreet, Inc. is an Equal Opportunity Employer

What We Do

TheStreet, Inc. (NASDAQ: TST, www.t.st) is a leading financial news and information provider to investors and institutions worldwide. The Company's flagship brand, TheStreet (www.thestreet.com), is celebrating its 20th year of producing unbiased business news and market analysis for individual investors. The Company's portfolio of institutional brands includes The Deal (www.thedeal.com), which provides actionable, intraday coverage of mergers, acquisitions and all other changes in corporate control; BoardEx (www.boardex.com), a relationship mapping service of corporate directors and officers; and RateWatch (www.ratewatch.com), which supplies rate and fee data from banks and credit unions across the U.S.

(Note: Variables including editor with data-driven marketing functions; also works in video lab, not text)

Audience Engagement Editor, McClatchy

Job description

McClatchy's Video Lab is looking for an experienced Audience Engagement Editor to help establish and grow the company's video audience and partnerships through a combination

of strategy, real-time analytics and charm. This role will collaborate with Video Lab colleagues and McClatchy journalists in newsrooms around the country. This initiative dramatically expands McClatchy's video efforts and will be a centerpiece of the company's future.

Responsibilities:

1. ¥ Develop and lead the company's video audience growth strategy
2. ¥ Lead a team of video producers specifically focused on aggregation and publishing/engaging on social platforms
3. ¥ Establish, manage and grow video partnerships
4. ¥ Pitch content daily to relevant websites for embedding and social/promotional consideration
5. ¥ Provide guidance on aggregation and outreach best practices for newsrooms to execute on a local level
6. ¥ Generate ideas for videos that appeal across local and national audiences
7. Education: College degree required.
3-5 years of digital journalism and audience engagement experience
8. Proven track record growing an audience
9. Demonstrated leadership and strategic thinking
10. Extensive experience with real-time analytics platforms
11. Curious and aware of audience trends in the digital media space
12. Editing/production experience with video or digital content preferred
13. Excellent interpersonal, problem solving, and team player skills
14. The ability to generate & implement creative concepts and visual content
15. Reliable news judgment
16. Excellent communication skills

Personal Attributes: Energy, flexibility, and digital smarts. The ability to monitor a vast amount of information for a wide audience, matched with discerning judgment. Skill to effectively work with a variety of editors and staff at all levels within a networked video-focused team. Aptitude for thinking big, working wisely and quickly iterating. This position will be based at McClatchy's Washington, D.C. location and will report to the Real-Time Desk Editor. Some travel may be required.

(Note: Data editor hybrid with Data Strategy and Product and Technology departments to ensure editorial quality and adherence to corporate data strategy)

Dow Jones
Data Operations Editor

Editor, Data Operations in PRINCETON, New Jersey

Job Description:

The Editor, Data Operations is a leadership role on the Market Data team within Data Strategy and acts as a primary liaison between Data Strategy and News. The Editor matrix manages contributors from other teams to ensure content created by Data Strategy meets News standards for timeliness, accuracy and completeness. The Editor will also partner with News, Product and Technology to deliver on projects that add new data or better leverage existing market data content.

The role requires an in-depth knowledge of market data, along with the systems and applications used to acquire, process and maintain integrity of the data. A previous background in market data, comprehensive understanding of global financial markets and proven ability to manage complex data sets is essential. The ideal candidate is detail-oriented, quick to learn, a strong communicator, and comfortable multitasking in a dynamic environment.

The role reports to the Director, Market Data.

Key Responsibilities

1. ¥ Matrix management of global team responsible for manual publication of data to Dow Jones Newswires
2. ¥ Coordinate with stakeholders in News and Product to define and prioritize future work for which Data Strategy will be responsible
3. ¥ Operational support of existing headlines and tables published to Dow Jones Newswires by Data Strategy as well as any new content transitioned to the Data Strategy
4. ¥ Respond with urgency to both internal and external inquiries
5. ¥ Create requirement documents and markups for developers to code future automated headlines and data tables
6. ¥ Ensure assigned projects are completed within budgets and schedules while meeting business objectives
7. ¥ Other tasks and projects in support of Data Strategy, Product and News as required

Position Qualifications

1. ¥ A bachelor's degree and at least 3 years of experience in the field
 2. ¥ FISD Financial Information Associate (FIA) certification preferred
 3. ¥ Detail-orientation, thoroughness and reliability
 4. ¥ Proven organizational skills and experience working on projects and initiatives
 5. ¥ Must be able to clearly relay assignments
 6. ¥ Ability to meet tight deadlines and prioritize tasks appropriately
 7. ¥ Comprehensive knowledge of global financial markets and associated concepts
 8. ¥ Excellent verbal and written communication skills
- Ability to read company financial statements preferred

(Note: Data visualization journalist with hybrid skills in programming, includes testing)

McClatchy: News Developer

Job Description

News Developer

McClatchy

Award Winning Top Digital Media Company

McClatchy is looking for an experienced news developer who will help improve our daily journalism by creating data visualizations, reusable templates and tools. The news developer will collaborate with McClatchy's 40-person Washington bureau in serving our company's 29 newsrooms across the United States.

Responsibilities:

The news developer will be responsible for interactive graphics; front-end design and development; data acquisition, cleaning and analysis. We are looking for someone who not only has an expert eye for graphics, design and usability, but also for architecting fast, lightweight solutions that better serve our newsrooms and readers.

The role is part of a team that includes a back-end/data developer and data editor. In addition to designing and building daily and longer term projects, the news developer plays a key role in defining best practices and helping local newsrooms level-up their visualization, design and front-end development capabilities.

This is a job for someone who loves telling stories visually and with data; designs with the user in mind; excels as much collaboratively as they do independently; demonstrates a successful track record of working with reporters and editors; exudes a motivational, collegial work style; demonstrates a desire to constantly learn and grow. This position is based in McClatchy's DC office and reports to the Shared News Director.

Job Requirements

Education: College degree required.

Special Training:

- ☹ Designing and developing cross-platform interactive graphics and maps for daily stories and longer term projects
- ☹ Write concise, readable code that can run in a content management system
- ☹ Strong command of HTML, CSS, JavaScript
- ☹ Fluency in web, UX and information design best practices
- ☹ Cross-browser compliance and testing
- ☹ Following accessibility standards and best practices
- ☹ Building or collaborating on reusable tools and templates (e.g. for data visualization, daily storytelling, special projects, etc)
- ☹ Version control
- ☹ Open-source software development
- ☹ JavaScript frameworks and libraries, including jQuery and D3
- ☹ Creating documentation for technical and non-technical users

Experience: Minimum of two years programming experience.

Excellent communication and collaboration skills; strong critical thinking applied to data analysis and storytelling. Being creative on deadline is imperative

McClatchy, one of the top digital media companies in the nation, is searching for the best of the best.

At McClatchy we don't take hiring lightly.

We look for talented, hard-working people.

Come join us on our journey toward digital transformation. We could use more talented people.

What can McClatchy offer you?

- ☹ YOU can make a difference everyday:
- ☹ Work for a company that truly values the individual.
- ☹ Challenging, motivating, and a fun work environment. We believe that

success comes from a dynamic working environment that offers professionals an opportunity to grow and succeed alongside extraordinary people. Company culture that is guided by our core values, thriving on passion, challenging employees to make a difference every day, with excellence for the people we support every day.

(Note: Hybrid position of editor, technology savvy and marketing stories across Turner platforms. Includes testing)

Turner/CNN/Time Warner
Programming Producer—Off-Platform/Partnership
Time Warner Division_

We are the now and the next. The power behind the people building the future. We are born from the spirit of innovation.

We are created from the idea that people around the world want more, need more, deserve more. We are the home of the global digital revolution. We are CNN.

What part will you play? ¥ We are looking for a few unicorns. Are you a journalist who also has experience in working with platforms or other tech companies, like Apple, Facebook, Google or Twitter?

- ¥ Programming Producers for CNN Digital are creative thinkers who execute the packaging and distribution of a wide array of content across CNN's mobile and desktop platforms.
- ¥ All digital programming producers are obsessed with finding that perfect headline, image and curation of stories for article levels, section fronts and homepages. They are also addicted to audience analytics and A/B testing.
- ¥ Digital programming producers are seen internally as the go-to people for how to get compelling essential journalism seen and shared. To that end, all producers think like readers/swipers/watchers and help connect disparate digital dots to the benefit of global audiences daily.
- ¥ Some producers will be assigned to specific teams, most notably the mobile and off-platform teams, to create, craft and program content for our mobile sites, apps, watches, messaging services and voice-command technologies with partners ranging from Apple to Amazon and beyond, or to serve as ambassadors to those partners.
- ¥ Digital producers are thoughtful and creative planners, and ace collaborators, often working with video and photo teams, social teams, the global digital news desk, vertical teams and beyond to program and publish stories that pop across our sites and apps. They are excellent givers of feedback, and they participate in post mortems and other conversations about sharpening our programming around key projects.
- ¥ We are especially seeking people with a background in partnership management or product management.

What will you be doing? ¥ Acts as the point of contact for CNN and assigned partners (Apple, Facebook, Google, Twitter, etc.) in maintaining and growing CNN's off-platform relationship(s).

- ¥ Partner Managers can be assigned to one or several partners.
- ¥ Proactively and creatively suggests off-platform projects, formats and content to CNN and partners.
- ¥ Troubleshoots issues, large and small, between CNN and

partner(s).

- ¥ Contributes to the conception and planning of programming for short and medium term projects.
 - ¥ Helps execute those projects, watching a wide range of audience data closely, optimizing content as needed.
 - ¥ Has a deep knowledge of digital content in many forms – articles, videos, galleries, social content, interactives, etc – across the entire portfolio and creates compelling digital packages for distribution on a wide range of platforms.
 - ¥ Is suggesting ideas and/or executing programming strategies that contribute to the "life" of assigned content, from "release" through ongoing "refreshes" and "updates".
 - ¥ Interacts with internal and external peers and managers to share and receive feedback on key initiatives.
- What do we need from you? ¥ Typically has 4 or more years of progressively complex related experience.
- ¥ Excellent writer.
 - ¥ Idea generating; pitching ideas.
 - ¥ Experience working with platforms or other tech companies are a big plus.
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(Note: Digital editor tasked with data duties...a new trend in digital journalism)

NBC News Digital Editor

About Us NBCUniversal is one of the world's leading media and entertainment companies in the development, production, and marketing of entertainment, news, and information to a global audience. NBCUniversal owns and operates a valuable portfolio of news and entertainment television networks, a premier motion picture company, significant television production operations, a leading television stations group, and world-renowned theme parks. NBCUniversal's policy is to provide equal employment opportunities to all applicants and employees without regard to race, color, religion, creed, gender, gender identity or expression, age, national origin or ancestry, citizenship, disability, sexual orientation, marital status, pregnancy, veteran status, membership in the uniformed services, genetic information, or any other basis protected by applicable law.

Career Level Experienced

Country United States

State/Province New York

City New York

Responsibilities Do you love the news? Are you leader who thrives on setting the editorial agenda, breaking news, influencing the conversation, changing the narrative – all in the pursuit of journalistic excellence? Are you one who enjoys leading a team of talented reporters, guiding and inspiring them editorially, discussing stories and storylines to explore and investigate? Do you have a deep passion for running a digital newsroom undergoing exciting and dynamic change at a first rate, leading news organization? NBC News Digital is undergoing transformation and moving toward exceptional original reporting, enterprise reporting, investigative news and stories that resonate well beyond the day's headlines. We are looking for a managing editor who can help lead that charge.

We are looking for an exceptional journalist who is highly motivated to lead the daily editorial mission of NBC News Digital. In this role, you will lead the daily editorial meetings,

direct breaking news coverage, assign both daily and enterprise stories to reporters, follow and develop evolving storylines. You should be a news junkie who is able to keep up with fast moving stories, who uses social media for both news consumption, newsgathering and discovery. You should be able to lead on a range of stories, topics, subjects and debates. You should have depth of domestic and foreign news experience and excel at teasing out fresh angles to cover, interesting bounce stories to launch. You should also have experience running a newsroom, news editing, line editing and writing with voice. You should also have a flair for the fun, creative and unexpected in both text, data visualization and multimedia. You will be partnering with a team of digital video producers, so experience in video storytelling is a plus.

Job Duties

Manage overall coverage of both breaking news and feature stories

Assign and edit stories with unique angles, while also ensuring full coverage on news of the day.

Ensure the tone of and mix of stories is in line with NBC News Digital editorial strategy, and the voice and standards of NBC News Digital as a whole.

Manage reporting and editing staff, and make full use of the range of NBC News resources, including network newsgathering and multimedia.

Establish and meet rigid standards and guidelines

Manages with daily pitch process, accepting or pushing back on pitches from both within the digital editorial team and within the wider NBC News Group broader organization

Read widely and stay abreast and ahead of the competition.

Establish and meet rigid guidelines.

Participate in special projects, pitch fresh ideas, and assist Executive Editor as needed.

Qualifications/Requirements Basic Qualifications

Bachelor's Degree

10+ years working in a newsroom environment, including experience with breaking news

5+ years working in a strictly digital shop

Must have demonstrated experience with assigning, writing and editing stories, as well as managing staff

Must be able to work early morning, evening and/or weekend hours depending when demanded by news coverage or other editorial responsibilities.

Must have the desire to work in a creative, demanding, competitive environment.

Must be a skilled editor with outstanding communication skills.

Working knowledge of digital media technology, particularly content-management tools.

Additional Job Requirements

Interested candidate must submit a resume/CV through www.nbcunicareers.com to be considered

Must be willing to work in New York

Desired Characteristics Desired Qualifications

Blogging, wire service, newspaper rewrite or 24-hour cable news background.

Experience editing video.

Experience reporting in the field.

(Note: Hybrid editor and story marketing, including SEO and social media and newsletter production)

Audience Engagement Editor, Time Inc., Fortune Magazine

Content

Time Inc. is one of the world's leading media companies, with a monthly global print audience of more than 120 million and worldwide digital properties that attract more than 150 million visitors each month, including over 60 websites. Our influential brands include People, Sports Illustrated, InStyle, Time and Real Simple as well as more than 50 diverse titles in the UK.

Fortune, which boasts massive franchises like the Fortune 500, Most Powerful Women and World's Greatest Leaders, is seeking an Audience Engagement Editor to help oversee its social media presence, SEO strategy, newsletter production and audience growth. The Editor will collaborate with writers and editors on everything from daily news to lists. Daily responsibilities will include packaging posts for social channels, using data analytics to develop new strategies and engaging the newsroom in best audience strategy practices. We expect candidates to be able to lead conversations around audience strategy and digital growth.

The job:

The ideal candidate will have a journalism background and at least one year of professional experience in online journalism, preferably with branded social media accounts. S/he should be aware of digital media trends, able to multi-task in a fast-paced environment, comfortable working collaboratively and eager to learn.

You will:

1. ☹ Manage and post to Fortune's social media accounts
2. ☹ Assist news editors in assigning stories and writing headlines for Fortune's audience on social media
3. ☹ Follow breaking news and collaborate with news editors to promote stories
4. ☹ Develop Fortune's voice and posting strategy based on short- and long-term data analysis and editorial goals
5. ☹ Train writers and editors on social media and SEO best practices
6. ☹ Grow Fortune's newsletter audience through editorial best practices and subscriber campaigns
7. ☹ Work with Fortune's art and photo departments to choose imagery that drives interest
8. ☹ Identify emerging trends, networks and ideas in the social media world

You are:

1. ☹ Able to demonstrate strong news judgement
2. ☹ Able to multi-task and meet deadlines
3. ☹ Experienced in growing a digital audience
4. ☹ Understanding of social media and SEO best practices
5. ☹ A master of writing catchy copy with meticulous attention to detail
6. ☹ Able to find new and interesting stories

- 7. ¥ Familiar with optimizing newsletters and growing subscriptions
 - 8. ¥ Proficient with content management systems, HTML and Photoshop
 - 9. ¥
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DATA ANALYTICS

(Note: Hybrid position between editorial, revenue and product departments)

McClatchy
Digital Media Data Analyst

Job Description

We're looking for a digital media data analyst to join us in building a major component of McClatchy's future. The Video Lab at McClatchy is a collaborative group of creatives -- across editorial, revenue and product areas -- focused on delivering experiences that connect with new and existing audiences.

In this role, we're looking for a number-lover -- someone who eats up raw information, financials and analytics. You're as comfortable engaged in solving a business problem as you are in producing a complex, yet clear, spreadsheet.

You will interface with various team members to analyze website traffic, gather intel to inform business and editorial decisions, and conduct financial analyses. Though you may be obsessed with data, you also have the smarts to translate that across the organization.

What you'll do:

- ¥ Use website analytics tools to gather data, analyze it, and develop actionable insights and recommendations
 - ¥ Manage reporting of video-related key performance indicators to stakeholders
1. Build weekly, monthly and ad hoc reports that both present and interpret data
 2. Assist in creating dashboards
 3. Prepare audience insights for Revenue, Product, and Content teams
 4. ¥ Build and maintain digital revenue models for projections and budgeting purposes
 5. Deliver competitive analyses and modeling, particularly around profitability and new products
 6. ¥ Leverage data to gain insight into trending, user experience and behavior
 7. ¥ Support editorial teams in understanding website traffic and online trends
 8. ¥ Monitor and study the competitive landscape to identify opportunities
 9. ¥ Present your findings in both written reports and oral presentations to stakeholders at every level of the company
 10. ¥ Coordinate with other company data analysts to consolidate sources and

communicate clearly to organization

11. ¥ Work on other strategic initiatives and projects as they develop

Job Requirements

Education required: Bachelor's degree, preferably in related field (marketing, business, statistics).

Experience needed:

1. ¥ 2-3 years of relevant digital analytics experience, preferably within a media and/or content company (traditional or digital-only)
2. Deep working knowledge of online video, as well as a wide variety of other digital platforms including websites, social media, mobile platforms and apps, among others
3. ¥ Expert in Adobe Analytics' Site Catalyst (Omniure), as well as significant experience with Chartbeat, Google Analytics, eMarketer and DoubleClick for Publishers (DFP) or other ad server
4. ¥ Advanced Excel and PowerPoint skills
5. ¥ Significant business acumen; experience supporting innovative deals and emerging models

Skills needed:

1. ¥ Strong quantitative & analytical skills
2. ¥ Ability to extract, track, report, and analyze site performance data in order to assist decision making across the company
3. ¥ Ability to create reports that are both robust and accessible
4. ¥ Excellent writing and presentation skills, especially the ability to adjust presentations based on the needs of the audience
5. ¥ Ability to work with distributed teams and collaborate effectively
6. ¥ Comfort mastering new software quickly
7. ¥ Ability to manage multiple projects and deadlines
8. ¥ Ability to work in a demanding media business environment to tight deadlines

Personal Attributes: A passion for putting data at the heart of a business. Energy, flexibility, and online smarts. Entrepreneurial mindset, proactive thinker ability to thrive in an often ambiguous, fast-paced, start up-type environment. Skill to work well within a networked team and diverse group of stakeholders. Aptitude for thinking big, working wisely and quickly iterating. Willingness to travel.

This position will be based at McClatchy's Washington, D.C., offices and will report to the Dir. of Video Business Operations.

(Note: Audience data analysis and platform management across departments, including sales, marketing and operations)

US News & World Report
Data & Audience Manager

The Data and Audience Manager will report to the Sr. Manager of Programmatic and Revenue Platforms and play a key role in developing and advancing U.S. News' data strategy. This is a high-visibility role, touching multiple internal business units, providing the opportunity to push forward U.S. News' data capabilities across the entire organization.

Responsibilities

1. ¥ Own day-to-day Data Management Platform operations and communications
2. ¥ Develop consistent testing, categorization and measurement workflow to synchronize data efforts across business units; including sales, marketing and operations.
3. ¥ Support operations in all matters of execution against audience-based ad products
4. ¥ Advise sales group on relevant data opportunities, both through regular proactive reporting as well as in response to specific RFPs
5. ¥ Identify and lead data onboarding opportunities, owning the implementation process from start to finish across multiple platform integrations as well as product launches / refreshes
6. ¥ Validate and normalize data across multiple first- and third-party sources
7. ¥ Help identify data partnership opportunities, handling legal and privacy terms as needed
8. ¥ Support post-sale account management on campaign audience optimization and analysis
9. ¥ Maximize amplification efforts, monitoring for accuracy and efficiency
10. ¥ Maintain positive, collaborative partnerships with key internal stakeholders; including programmatic, business intelligence and product
11. ¥ Act as an internal resource on current data and ad- / mar-tech trends

Requirements

1. ¥ 2+ years digital media, ad operations or analytics experience
2. ¥ Hands-on experience with popular DMP and sell-side ad technologies; i.e. DFP, Lotame, Krux, BlueKai, AdX, Rubicon, etc.
3. ¥ High degree of proficiency with Excel; incredibly comfortable building pivot tables, employing formulas, VLOOKUP, etc.
4. ¥ Knowledge of advertising research providers; i.e. Omniture, comScore, MOAT, etc.
5. ¥ Knowledge of open market data providers; i.e. Acxiom, Datalogix, eXelate, etc.

Excellent communication skills; able to clearly articulate complex raw data concepts to both external and internal business units

(Note: Analyse audience and business reporting data to support the sales team)

Sales Analyst, About.com

The Sales Analyst is a key role in our Revenue Analytics team supporting our sales analytics and CRM system as well as Salesforce administration. The Revenue Analytics team at About.com is critical to the management and operation of our business, using our knowledge and expertise to guide operational strategy and provide Senior Management with visibility into the performance of the business, from top to bottom and bottom up. As a member of our team, you work with stakeholders at all levels across the organization, assessing the sales business and making recommendations to impact business growth.

As a Sales Analyst and Salesforce Admin, you take on a specific scope of responsibilities from vertical business unit leadership: General Managers and Heads of Sales, to Finance, Account Management and Sales support functions. You are shaping ad inventory monetization, managing pricing strategy and deal margins, and identifying opportunities to further drive sales productivity, revenue and yield via analytics and reporting insights. This key role combines knowledge of analysis, software technologies and digital operations – all with the goal of maximizing the revenue, profitability and efficiency of the business.

ABOUT Your Contributions:

1. ¥ Sales Analytics
2. Vertical growth
3. Network maximization
4. Revenue opportunities/risks
5. ¥ Salesforce administration
6. Productivity management
7. Dashboarding/Reporting
8. ¥ Yield
9. Inventory management
10. Ratecards/Pricing
11. ¥ Creates and upholds value based pricing frameworks and rules, policies and procedures and rigor
12. ¥ Perform sales pipeline analysis and communicate trends, risks and opportunities to Sales leadership
13. ¥ Work with Business Intelligence, Data Sciences, Data Platform and Data Product teams on business rules and logic to support development of dashboards and data visualizations to support executive team in agile, strategic management of the business
14. ¥ Perform systematic and ad-hoc analyses and reporting, providing a strategic, data-driven approach to decision-making

ABOUT You:

1. ¥ Bachelor's degree
2. ¥ 2+ years in a quantitative, analyst role
3. ¥ Expertise in Salesforce and experience in CRM administration
4. ¥ Proven quantitative analytical abilities, including high proficiency in Excel
5. ¥ Familiarity with revenue and inventory management, yield and pricing, sales pipe management
6. ¥ Familiarity with ad-serving technology and reporting tools
7. ¥ Motivated self-starter with a collaborative and entrepreneurial spirit
8. ¥ Thrive in a faced pace, multiple demands and shifting priorities environment
9. ¥ Solid communication and presentation skills, with a knack for distilling and presenting complex data
10. ¥ Proven quantitative analytical abilities, including high proficiency in Excel

ABOUT Us:

About.com is reimagining the way people find expert advice and answers online. Through its premium vertical brands including Verywell, The Balance, Lifewire and its namesake About.com, we help tens of millions of users each month answer questions, solve problems, learn something new and find inspiration on topics they deeply care about.

(Note: Analyse audience and revenue data to support the programmatic advertising team)

About.com
Programmatic Analyst

ABOUT Your Role:

As a Programmatic Analyst, you will be responsible for supporting programmatic operations and revenue optimization. You would be a part of the team that monetizes About.com properties (Verywell.com, TheBalance.com, LifeWire.com, About.com) and supports all aspects of programmatic advertising.

ABOUT Your Contributions:

1. ¥ Create reserve pricing strategies and partner configurations across multiple markets to support both display (desktop and mobile) and video inventory on all About domains
2. ¥ Maintain regular business reporting and analysis, and closely monitor daily market performance
3. ¥ Assist with financial budgeting and regularly scheduled forecasting
4. ¥ Identify new opportunities to maximize overall yield and help achieve revenue goals

ABOUT You:

1. ¥ Digitally focused and detail-oriented with 2+ years of experience in digital advertising, programmatic preferred
 2. ¥ Experience with RTB, header bidding, and ad tech systems such as DFP, AdX, Index Exchange, Rubicon etc.
 3. ¥ Strong analytical skills, with understanding of data structure and data processing
- Proficient with office suite, especially Excel (pivot table, formula, etc.), experience with Tableau plus

(Note: data source development and analysis of audience data for single view of audience, develop data governance)

Data Analyst, MyBBC

Job Introduction

The myBBC programme is a major new strategy to re-position the BBC in the lives of our audiences: to create a personalised service for users. As more consumption of BBC content takes place on connected devices, we can inform, educate and entertain our audiences in new ways; unlike with traditional broadcasting, we are able to identify people individually, learn about them and deliver richer experiences and deeper engagement. The project delivers to our world class products (iPlayer, News, Sport among others) and reaches millions of audience members every week.

Giving audiences more of what they'll love, by understanding more of what they do. myBBC puts people in control. Find out more about myBBC on the [BBC blog](#)

If you don't currently match the job spec completely then don't let this dissuade you from applying. We're looking for intelligent people who are quick to learn and adapt. The BBC is the perfect place to do just that: we invest heavily in helping our engineers to grow in all aspects of their career.

Want to join the team that makes things personal?

Aim of Role

Working within the Data Management team, this role will be central to establishing a better

understanding of its data estate, set out data acquisition approaches for new service developments, to support proposition teams to accelerate the data needed to move from idea to implementation, and to build up data management knowledge and best practices to enable the BBC to use data to drive a new and deeper relationship with its audiences.

Responsibilities

Role Responsibility

The key responsibilities of the Data Analyst will include:

- Work with source system owners to build an inventory of data sources and help identify and assess sources of data, including helping define where key data elements are mastered
- Work with proposition teams to identify detailed data requirements - specifically data integration, data quality, data derivation and data transformation requirements
- Define multiple data sourcing approaches and strategies, specifically the identification of data availability gaps, and identify the preferred data sourcing approach for each data requirement
- Extracting, transforming and loading data to support prototyping and trialling of new services
- Create and maintain a data landscape map (data dictionary) that lists key BBC data sources and the types and usage of data within those sources
- Work with the personal data governance team to identify and document data lifecycle requirements for each data attribute and define access and usage controls on personal data
- Conduct data profiling of data within the Single Customer View and across other sources to provide visibility of data usability and to identify data quality issues for remediation
- Define the end-to-end data remediation support process. Provide support to other teams for resolution of remediation activities, specifically quality assurance of remediated actions
- Perform root-cause analysis for any data issues and suggest options for remediation
- Define the end-to-end data quality management lifecycle articulating how data quality needs to be managed from source to its target
- Support and drive data quality assessments as part of establishing data suitability and data sourcing strategies
- Perform detailed data analysis using SQL on data in the Single Customer View and other data sources
- Review and feedback on gating documentation for new developments across myBBC that require data. Assessing data requirements, to enable progression through the gating process
- Support the Architecture and Engineering team with the ongoing design and development of the Single Customer View, including sourcing, assessing and integrating new data sources
- Work with the architecture team to define conceptual and logical data models

Ideal Candidate

The Ideal Candidate

The required skills, experience and qualifications will include:

Essential

- Excellent written and verbal communication skills

- Previous experience working in data centric projects in either a data analyst or data architect role
- Deep experience doing data analyses using Structured Query Language (SQL)
- Deep experience doing data analyses against relational databases and a good understanding of relational database management concepts
- Good facilitation skills and experience working with a broad set of stakeholders/partners in Business and IT
- Project delivery experience using agile delivery methodology
- Proven experience working within environments with a diverse data landscape
- Proven experience working with business and data analysts to translate data requirements into functional specifications to enable the building of data platforms
- Deep experience working with business analysts to understand and document data integration and data quality requirements
- Experience of prototype-enabled delivery, allowing for discovery/innovation based delivery approaches as part of overall delivery lifecycles
- Understanding of the importance of managing personal data securely and the techniques and processes required to ensure authorised usage

Desirable

- Experience of conducting analyses with large unstructured data sets
 - Experience of conducting data analyses with cloud based technologies (AWS)
 - Experience of using tools such as Hadoop, Hive, Pig, Impala, Python and R
- Qualifications**
- Bachelor's degree from an accredited university

(Note: Analyse multiple streams of internal and external audience data from editorial usage. Part of audience development team, a marketing function)

Dow Jones

Senior Data Analyst
Marketing & Corp Comms

Job Description:

What do we do?

Dow Jones provides news and business information to consumers and organizations around the world across multiple formats, including print, digital, mobile and live events. It has produced unrivaled quality content for more than 125 years and today has one of the world's largest news-gathering operations with nearly 2,000 journalists in more than 75 bureaus globally. Its leading publications and products include the flagship Wall Street Journal, America's largest newspaper by paid circulation; Factiva, Barron's, MarketWatch, Financial News, DJX, Dow Jones Risk & Compliance, Dow Jones Newswires, and Dow Jones VentureSource

Audience Development is an integral and growing part of our journalism, and plays a vital role in both developing new audiences in a changing landscape for publishers, and providing detailed insights on our existing audience/s to optimize retention and reach of

our brands.

Who is my manager?

Head of Audience Development

What are my accountabilities?

1. ¥ To provide detailed analysis & understanding of our audiences across an array of news products.
2. ¥ To translate search, social and referral data into actionable insights for key stakeholders, including editorial, marketing, and product.
3. ¥ To perform audience analysis across an array of analytics platforms (Parse.ly, Omniture, Facebook Insights, Google Search Console), and competitive research tools.
4. ¥ To coordinate A/B testing for strong growth areas of our products.
5. ¥ To work with stakeholders and suppliers to share knowledge of audience development best practices, and to clearly communicate priorities.
6. ¥ To train key operational partners on self-service analytics platforms.

What do you need from me?

Experience working within a data team for a media organization is preferred.

1. ¥ 2+ years experience working in a role where data analytics platforms were a central focus (Adobe Analytics/Omniture, Google Analytics).
2. ¥ Understanding of referral channels such as search engines, social media, referral, direct and emails.
3. ¥ Strong attention to detail, specifically around data validation, reporting and stakeholder communication.
 - Proven ability to train and communicate knowledge of data analysis to others clearly
 - Proven ability to prioritize and manage multiple data tasks at a given time
 - Innovative problem solving in a fast-paced environment
 - Strong passion for the news sectors we operate in

Company Overview:

Dow Jones is a global provider of news and business information, delivering content to consumers and organizations around the world across multiple formats, including print, digital, mobile and live events. Dow Jones has produced unrivaled quality content for more than 125 years and today has one of the world's largest news gathering operations globally. It produces leading publications and products including the flagship Wall Street Journal, America's largest newspaper by paid circulation; Factiva, Barron's, MarketWatch, Financial News, DJX, Dow Jones Risk & Compliance, Dow Jones Newswires, and Dow Jones VentureSource.

Equal Opportunity Employer:

All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, national origin, protected veteran status, or disability status.

EEO/AA/M/F/Disabled/Vets

(Note: this data analyst would be a scientist looking at internally gathered Facebook data in order to build tools and products internally, and to assist advertising and publishing clients externally.)

Facebook, Data Analyst, consumer insights

Job description

Facebook's mission is to give people the power to share, and make the world more open and connected. Through our growing family of apps and services, we're building a different kind of company that helps billions of people around the world connect and share what matters most to them. Whether we're creating new products or helping a small business expand its reach, people at Facebook are builders at heart. Our global teams are constantly iterating, solving problems, and working together to make the world more open and accessible. Connecting the world takes every one of us—and we're just getting started.

Facebook is seeking a data scientist for our industry-facing Consumer Insights practice (Facebook IQ, <http://insights.fb.com/>) in North America. In this role you are responsible for delivering analytics, maintaining dashboards and pipelines that uncover unique, people-centric insights that are actionable for advertisers and marketers. You will enjoy working with top-notch people, one of the richest data sets in the world, cutting edge technology, and the ability to see your insights presented on the world stage on a regular basis. We do work on audiences (e.g. youth, multi-cultural, etc.), media (e.g., rise of messaging), verticals (e.g. education, healthcare, etc.), markets (e.g. profiling high growth markets) and more. You will work closely with Consumer Insights Analysts/Researchers to leverage our internal data, the Marketing/Activation team to tell the stories of our insights, cross-functionally with the rest of Facebook's Marketing Science team, and other analytics and insights functions across Facebook (e.g. IT, product, communications, public content and core data science). The ideal candidate will have a background in a quantitative or technical field, will have experience working with large data sets, and will have some experience in data-driven decision making for marketers/advertisers. You will be curious by nature and get a kick out of finding out fascinating insights about people that transform the advertising industry. You are focused on results, a self-starter, and have demonstrated success in using analytics to drive thought leadership research. This position is based full time in our Menlo Park, CA office.

Responsibilities

1. ¥ Apply your expertise in quantitative analysis, data mining, and the presentation of data to uncover unique actionable insights about markets, audiences, industries and media.
2. ¥ Partner with Product and Engineering teams to identify opportunities to build solutions for Consumer Insights.
3. ¥ Inform, influence, support, and execute analysis that feeds into our Consumer Insights research projects.
4. ¥ Identify methods to leverage Facebook's large internal data sets to validate hypotheses and enhance 3rd party research work with proprietary data.
5. ¥ Partner with Consumer Insights Analysts/Researchers and Consumer Insights Marketing/Activation team to turn analysis into insight-driven stories.
6. ¥ Select and deselect analytics priorities, insights and data based on ability to drive our desired outcomes.
7. ¥ Inform, and align to, our larger Consumer Insights strategy and editorial calendar.

Requirements

1. ¥ • 4+ years experience doing quantitative analysis. • BA/BS in Computer Science, Math, Physics, Engineering, Statistics or other technical field. • 4+ years

experience in SQL or other programming languages. • 4+ years of Project Management experience. • Experience communicating results and analyses to influence the overall strategy of Consumer Insights • 4+ years of experience in statistical analysis (e.g., hypothesis testing, regressions). • Experience manipulating data sets through statistical software (ex. R, SPSS) or other methods. • Experience with distributed computing (Hive/Hadoop) a plus.

Minimum Qualification

1. ¥ 4+ years experience doing quantitative analysis.
2. ¥ BA/BS in Computer Science, Math, Physics, Engineering, Statistics or other technical field.
3. ¥ 4+ years experience in SQL or other programming languages.
4. ¥ 4+ years of Project Management experience.
5. ¥ Experience communicating results and analyses to influence the overall strategy of Consumer Insights
6. ¥ 4+ years of experience in statistical analysis (e.g., hypothesis testing, regressions).
7. ¥ Experience manipulating data sets through statistical software (ex. R, SPSS) or other methods.

Preferred Qualification

1. Masters or PhD in Computer Science, Math, Physics, Engineering, Statistics or other technical field
2. Experience working on quantitative research projects in the area of consumer insights.
3. Experience with distributed computing (Hive/Hadoop).

As part of our dedication to the diversity of our workforce, Facebook is committed to Equal Employment Opportunity without regard for race, color, national origin, ethnicity, gender, protected veteran status, disability, sexual orientation, gender identity, or religion. We are also committed to providing reasonable accommodations for qualified individuals with disabilities and disabled veterans in our job application procedures. If you need assistance or an accommodation due to a disability, you may contact us at accommodations-ext@fb.com or you may call us at 1+650-308-7837.

(Note: Hybrid between PR/communications and data analysis, to “tell stories” about how Facebook is being used during big events like Super Bowl)

Facebook, data analyst, communications

Job description

Facebook's mission is to give people the power to share, and make the world more open and connected. Through our growing family of apps and services, we're building a different kind of company that helps billions of people around the world connect and share what matters most to them. Whether we're creating new products or helping a small business expand its reach, people at Facebook are builders at heart. Our global teams are constantly iterating, solving problems, and working together to make the world more open and accessible. Connecting the world takes every one of us—and we're just getting started.

More than 1.7 billion people use Facebook each month to connect with friends, family, and favorite public figures over the events and topics that matter most to them. The Data Comms team's mission is to create data stories that highlight the many ways in which people come together on Facebook during those key moments, from a Super Bowl to the Grammys to a presidential election. We also partner with other Comms departments across Ads, Corporate, and Product to provide innovative insights that support critical public narratives within each functional area.

This position is full-time and based at our headquarters in Menlo Park, California.

Responsibilities

1. ¥ Conduct in-depth research on Facebook social conversations across sports and entertainment, in support of both consumer press and media partnerships
2. ¥ Help the Ads/Monetization team craft a data narrative related to big consumer events
3. ¥ Collaborate with internal product teams as newer platforms hit critical mass (Messenger, Groups, etc.) to explore strategic opportunities to tell data-driven press stories
4. ¥ Work with Instagram researchers to ensure strategic alignment around certain big events
5. ¥ Work with visualization peers to develop standard ways of displaying key data patterns
6. ¥ Ensure the highest quality research standards, including prudent protection of user privacy, at all times

Minimum Qualification

1. ¥ 3+ years of data-related working experience
2. ¥ Advanced degree in psychology, statistics, economics, behavioral or social science, or a related quantitative field
3. ¥ Statistical and data analysis skills using SQL or similar
4. ¥ Experience visualizing data sets
5. ¥ Track record of operating independently being detail-oriented, and delivering results
6. ¥ Willingness to occasionally work non-traditional hours to turn around insights as the next morning's press stories are being written

Preferred Qualification

1. ¥ HIVE experience

As part of our dedication to the diversity of our workforce, Facebook is committed to Equal Employment Opportunity without regard for race, color, national origin, ethnicity, gender, protected veteran status, disability, sexual orientation, gender identity, or religion. We are also committed to providing reasonable accommodations for qualified individuals with disabilities and disabled veterans in our job application procedures. If you need assistance or an accommodation due to a disability, you may contact us at accommodations-ext@fb.com or you may call us at 1+650-308-7837.

(Note: hybrid position among data, content, advertising for the purpose of marketing; turn data into action and products) test, experiment

Tronc (Tribune)
Marketing Data Analyst

Job description

OVERVIEW

tronc (formerly Tribune Publishing) is seeking a Marketing Data Analyst to join the Digital Audience Development team at our Los Angeles Times location.

In this role, you'll connect readers with relevant and important content by leveraging robust data and cutting-edge technology. You'll be the vital bridge between the collection of data and its application, exploring and socializing patterns among our content, audience, and monetization opportunities that maximize the value delivered to readers and to tronc.

The right person for this role is highly analytical, has a track record of translating insights into actions, demonstrates a curious and experimental spirit, and thrives on continual improvement.

Position Highlights:

1. ¥ Unique Leader: Well-recognized brand with an innovative, start-up mentality
2. ¥ Advancement: Potential to directly impact the success of a growing company (and grow with us, of course!)
3. ¥ Drive: In the midst of a revolutionary evolution from national newspaper company to global media organization
4. ¥ Growth: Historic portfolio expansion with a core product offering of over 11 award- winning daily titles, 150+ niche publications in 180+ vertical markets, 60+ digital properties, best-in-class digital and marketing services and solutions, etc.

At tronc, we believe in comprehensive rewards packages:

1. ¥ Competitive salaries
2. ¥ Exciting opportunities with room for growth within the company
3. ¥ A competitive insurance package including medical, dental, vision, and life
4. ¥ 401(k) with company matching
5. ¥ Paid time off
6. ¥ Other coordinated discounts/perks

WHAT YOU WILL DO

1. ¥ Audience Segmentation: Identify customer cohorts by examining content consumption dashboards and other sources of user data. Describe these cohorts by their content preferences, engagement patterns and monetization opportunities. Recommend valuable cohort discoveries, along with related content and behavioral markers, to colleagues in our Content Optimization and Audience Development groups, so that they may execute organic and paid campaigns to reach these customers in targeted, voluminous and profitable ways.
2. ¥ Boosting Content: Identify opportunities to boost valuable

and unique pieces of content from our properties. Illustrate the reader segments that would be most likely to benefit from that content, and pair that with other recommendations like ideal channels and times of day to reach those users.

3. ¥ Monetization Attainment: Help fulfill monetization opportunities, such as rich advertising campaigns that require specific user targets. Devise content plans that will optimize the ways we reach those users.

4. ¥ Experimentation: Coordinate tests that provide even more data about user cohorts' engagement with our content, expanding our intelligence beyond what usage dashboards report. This work could include understanding how to best write messaging, select accompanying videos and photos, schedule posts, etc. In each case, the Marketing Data Analyst will formulate a hypothesis and test structure, and then collaborate with Content Optimization and Audience Development colleagues on execution.

5. ¥ Performance Analysis: For all recommendations above related to customer cohorts, content optimization, monetization opportunities and experimentation, the Marketing Data Analyst will track performance, publish and present detailed results, maintain a library of findings, and answer questions from colleagues.

6. ¥ Technology Partnership: Partner with data scientists in the Technology organization on the creation and enhancement of data dashboards. This means the Marketing Data Analyst should seek Technology's tutelage to fully understand the sources and meanings of data; define requirements to Tech for new data needs; work with Tech on vetting vendors that can provide even more data or easier access; and engage in everyday collaborations to improve our effectiveness.

7. ¥ Special Requests: Fulfill ad hoc requests for analyses from tronc colleagues in our Newsrooms, the Content Optimization group and the Audience Development group.

WHAT YOU WILL NEED

1. Bachelor's degree in Statistics, Math, or a Business discipline with a strongly quantitative foundation
2. 2-3 years of experience in an analytical role, with proven ability to translate insights into action
3. Experience with formulating customer cohorts, especially for use by content/social media publishing
4. Excellent verbal and written communication skills; ability to clearly communicate findings to internal customers
5. Self-starter spirit, comfortable exploring patterns and surfacing meaningful insights from a swell of data without precise direction on what to seek
6. Advanced capabilities in data visualization tools like Tableau and Domo, in Excel, and with statistical methods and software
Experience with Adobe SiteCatalyst/Omniture, Google DFP/Analytics/AdWords, or other related traffic/advertising data sources

(Note: hybrid position among data, content, advertising for the purpose of marketing; turn data into action and products)

Dataminr

Web/Digital Marketing Manager

Dataminr - New York, NY

Min. Experience: 4 - 6 years of relevant experience

Who we are:

We are Dataminr, the leading company that turns social media into real-time, actionable alerts. Our ability to find and deliver information faster than any traditional source has completely revolutionized how critical, relevant and actionable information reaches the news, finance, public sector and corporate security industries.

We are one of the most exciting companies to work for and have been referred to as the “super tool of journalists and hedge funds” while also receiving numerous accolades from professionals in both the corporate security area and public sector. We’ve been named to CNBC’s Disruptor 50 list in 2014 and 2016, the Forbes FinTech 50 list in 2016, added to the AlwaysOn Global 250 Top Private Companies list and received an invitation to speak at the World Economic Forum.

Headquartered in New York City and nearing 200 employees, Dataminr provides a challenging and dynamic environment where everyone feels that they have the freedom to be innovative, impactful and influential. Our culture promotes team interaction, work-life balance and the sharing of information and ideas because it empowers us to do our best work and have fun. If you want to be a part of the most interesting and exciting high-growth tech company in New York, please keep reading!

Who you are:

You are a team player who will help shape the digital strategy for Dataminr and will execute programs that support business growth. In this role you will report to our Senior Manager, Brand Marketing & Marketing Operations and work closely with our marketing, sales and product teams to optimize our digital presence to support our business objectives. If you thrive in an environment where you drive both strategy and execution, and get excited about measuring your impact in real revenue gains for a fast-growing company, this is the role for you!

Responsibilities: ¥ Drive strategy, planning and execution of SEM, SEO, paid social media marketing, re-marketing

1. ¥ Partner closely with each of our vertical marketing teams to optimize digital components of each marketing plan
2. ¥ Track and benchmark digital activities, preparing qualitative and quantitative analysis reports to inform various audiences of team’s collective performance
3. ¥ Support the development of creative assets for all digital marketing efforts, identifying requirements for email, banner ads, landing pages, mobile sites/apps and website development
4. ¥ Collaborate to make data-driven decisions on new content ideas, how to distribute and promote content and how to use existing content differently and more effectively
5. ¥ Develop and own the social media strategy for the Dataminr brand and provide guidance for employee social strategies
6. ¥ Manage website and optimize to support marketing campaigns as well as our business objectives Desired Skills and Experience: ¥ 4-6 years of digital marketing and demand generation experience for a B2B or SaaS company
7. ¥ Solid knowledge of the complete digital marketing landscape and a history

of success managing digital marketing programs that drive business results

8. ☹ Hands-on experience working with a Google Analytics, a CMS, marketing automation and Salesforce.com
9. ☹ Basic understanding of HTML/CSS and extensive use of social media management products, technical enough to work with internal and external resources to manage and improve our website
10. ☹ A passion for improving conversion metrics, driving marketing qualified leads and sourcing pipeline through digital channels – and you've had a hand in this in prior roles
11. ☹ Strong analytic skills and the ability to think strategically
12. ☹ Data and detail oriented – with the ability to turn data into actionable insights for the team
13. ☹ Proactive attitude and ability to work independently and communicate to upper management effectively
14. ☹ Excellent problem solving and project management skills
15. ☹ Flexibility (We're a start-up, not everything will be defined and this should be exciting to you!) Our offering of competitive benefits and perks include: ☹
Company paid benefits for employees and their dependents, such as medical, dental, vision, disability and life
16. ☹ Flexible spending account to be used for out-of-pocket medical, transit, parking and dependent care expenses
17. ☹ 401(k) savings plan
18. ☹ Generous leave
19. ☹ Daily catered lunch
20. ☹ A kitchen fully stocked with snacks and beverages
21. ☹ Discounted Gym Membership ...and this is just to name a few!

Dataminr is an equal opportunity and affirmative action employer. Individuals seeking employment at Dataminr are considered without regards to race, sex, color, creed, religion, national origin, age, disability, genetics, marital status, pregnancy, unemployment status, sexual orientation, citizenship status or veteran status.

(Note: mines behavioral and sentiment behavior and works with newsroom, product and analytics/insights teams)

New York Times
Associate Brand Marketing Manager

Job description

The New York Times is one of the world's most influential news organizations with 50 news bureaus around the New York region, the nation and the globe. The Times is known for accuracy, depth and authority and produces award-winning journalism, breaking news coverage and opinion and commentary along with deep databases of content and rich multimedia presentations. The New York Times has won 119 Pulitzer Prizes and Citations, far more than any other news organization.

The Brand Marketing and Engagement team is responsible for developing the communications strategy that creates a larger pool of engaged readers. This team mines

behavioral and sentiment data to prioritize our communications and content strategy, working closely with different parts of the Newsroom, Product, and Analytics/Insights teams. They also play a critical function linking the Newsroom and our Consumer Revenue efforts, and developing the communications of our product, content, and value that are adapted for use in our subscriber acquisition and retention efforts.

Primary Responsibilities:

1. ¥ Participates in developing regular communications with team members and coordinates their distribution.
2. ¥ Help understand reader sentiment and comments, making them accessible to the broader team. Focus is on driving regular engaged readership. May coordinate special reader forums and respond to unique reader questions or suggestions, enhancing reader perceptions.
3. ¥ Participates in evaluating and tracking the performance of communication efforts and identifies areas of potential growth and works closely with the Analytics and Insights teams. Uncover insights and suggest actions that will increase regular readership.
4. ¥ Analyzes and reports on campaign performance against established benchmarks, summarizes key insights and recommends actions to improve performance.
5. ¥ Interacts with all areas of marketing to validate content and ensure programs are effectively communicated to customers.
6. ¥ Assists in implementing assigned aspects of marketing campaigns.

Key Qualifications:

1. ¥ 3+ years of marketing experience.
2. ¥ Demonstrated ability to work in creative and analytical environments.
3. ¥ Experience with agile working processes preferred.
4. ¥ Data-driven mindset, leadership and problem-solving skills, using creativity and innovation.
5. ¥ Excellent presentation and communication skills.
6. ¥ Ability to work cross-functionally and build deep relationships.

Education:

BA/BS degree required.

(Note: Identify consumer behaviour through data, segment consumer groups, and report data findings to marketing, product, content and creator teams)

Spotify

Global Head, Research insights and Segmentation

Job description

We are looking for a Global Head for Research, Insight and Segmentation to establish and

drive the vision, strategy and roadmap for Spotify's global research and insights capability that will identify consumer behavior and needs, attitude and trends on a pro-active basis leading to new program ideas, product innovation and development strategies as well as a key input for launching Spotify in new markets. The role includes establishing thought leadership and subject matter expertise across various qualitative and quantitative methodologies; creating new hypothesis across consumer/fan, product, market and cultural insights all of which come together to drive business growth across markets. The role includes managing and expanding a global team that drives research and produces insights as an integral part of the overall Marketing Sciences organization and holds the primary responsibility to drive consumer segmentation horizontally through the organization.

What You'll Do

1. ¥ Establish a global research, insights and segmentation capability globally for Spotify that dives deeper into consumer behavior and needs, market and cultural trends, product landscape and feature recommendation as well as artist insights across the globe
2. ¥ Define a framework that feeds these pro-active insights to rest of the organization managing business stakeholders across marketing, product, content and creator teams
3. ¥ Own consumer/fan segmentation and behavioral analysis for the entire organization leveraging all of Spotify's 1st party, 2nd party and 3rd party data and leveraging qualitative and quantitative research methodologies (e.g., linear models, logistic regression, sampling, SEM, LISREL) to create new recommendations and insights
4. ¥ Define business and research objectives, scope and manage qualitative and quantitative market research including large, multi-client, global programs
5. ¥ Create a scalable model where the team conducts fact-based qualitative and quantitative market research about customers, competitors and the market and translate data into actionable business implications that drive business outcomes / results
6. ¥ Meaningfully summarize research and succinctly communicate conclusions and recommendations in well-developed documents and presentations targeted to executive stakeholder audiences
7. ¥ Use a consultative approach to develop strong relationships with key and senior business partners that will enable you to identify and translate business requirements into an annual research agenda that supports the strategic imperatives for the business
8. ¥ Conduct quarterly review and plan discussions with senior business leaders to share knowledge, use voice of the consumer to inform and influence business decisions and strategies, and identify additional opportunities to add value
9. ¥ Share knowledge broadly across the organization to deepen understanding of consumers globally in order to drive insights into business decision making and results
10. ¥ Build fact bases of knowledge and thought leadership POVs on key business issues/topics and key consumer groups
11. ¥ Help Spotify stay ahead of important cultural trends that are driving the behavior of its current and potential consumers around the world.
12. ¥ Keep an "external radar" by monitoring the cultural zeitgeist via trend watching services, trends blogs and journalism.
13. ¥ Immerse Spotify in trends about global music culture, and compliment our internal data with a range of additional qualitative and quantitative

insights to bring each trend to life.

14. ¥ Work with Spotify analysts to mine Spotify data to deliver data journalism about music trends, including pieces on new music need states, new genres and breaking artists.

15. ¥ Conduct ad hoc cultural insights projects to inform important strategic projects at Spotify, such as brand campaigns and new product development.

16. ¥ Manage a team with diverse skill sets, including big data analytics, quantitative and qualitative research and social analytics. Foster an atmosphere of team cohesiveness and collaboration where each person plays to their strengths.

17. ¥

Who You Are

1. ¥ You have a deep executive background (15 years+) in Consumer and Cultural Research and Insights - ideally with a combination of both agency and client-side experience.

2. ¥ You have deep expertise in both qualitative and quantitative research methodologies, with experience of working

3. ¥ Bachelor's degree in Consumer Behavior, Psychology, Marketing, Statistics, or related field required; Graduate degree in marketing, market research, psychology, sociology, anthropology, or related field preferred; M.B.A. / M.M.R. strongly preferred with big data analysts.

4. ¥ Masterful at uncovering insights with the ability to inspire and influence others to act on insights and ability to work across disciplines to turn insights into action with a portfolio that includes examples of leading strategic research with significant business outcomes

5. ¥ You have experience managing a team of insights professionals with a diverse mix of qualitative and quantitative expertise.

6. ¥ You are passionate about storytelling about consumers and have created a range of highly inspiring materials to bring consumers to life (e.g. videos, infographics).

7. ¥ Experience at moderating insight-inspired innovation workshop is a plus.

8. ¥ Experience in social media analytics is also a plus.

A background in strategic communications planning from a creative advertising agency is nice to have.

(Note: turn audience data into action and products)

(Note: Data analyst in product team, help drive product development by understanding the WSJ audience across platforms) Test

WSJ

Analyst/Product Analytics

Job description

The Wall Street Journal seeks a data analyst to join our growing newsroom product team. The successful candidate will become a key member of the team, developing a deep understanding of our audience to help drive product development in a meaningful way.

Key Responsibilities

1. ¥ Develop a deep understanding of The Wall Street Journal audience across platforms
2. ¥ Analyze the performance of WSJ products, working with key newsroom and business stakeholders to drive action on those insights
3. ¥ Pull together the voice of customer and develop a perspective entrenched in data on reader response to new and existing features and products
4. ¥ Organize and facilitate user testing sessions with Wall Street Journal subscribers and prospects to better understand user preferences for product development
5. ¥ Manage A/B tests and process results to come up with actionable conclusions
6. ¥ Help define and report back on key performance indicators in order to drive product development
7. ¥ Work closely with the audience development and analytics teams within other areas of the organization to support multidepartmental growth initiatives
8. ¥
9. ¥

Requirements

1. ¥ Facility with Omniture, Urban Airship, Chartbeat, Parse.ly and other analytics tools in creating reports and analyzing audience data, including from off-platform partners
2. ¥ At least 2 years of experience working in digital publishing or newsroom preferred
3. ¥ Experience providing analytics to inform product development
4. ¥ Expertise in analyzing raw data to come up with strong data-driven conclusions and recommendations for both smaller improvements and larger strategic decisions
5. ¥ Proven talent in surfacing key performance indicators and reporting back against them on a regular basis
6. ¥ Deep experience with survey creation and managing onsite and in-person qualitative feedback sessions
7. ¥ Ability to pull both quantitative and qualitative data together in comprehensive presentations that tell a story and draw conclusions
8. ¥ Strong communication and presentation skills
9. ¥ Creative problem solver who thrives in a highly collaborative environment
10. ¥

Applications should include a resume and cover letter.

Company Overview

Dow Jones is a global provider of news and business information, delivering content to consumers and organizations around the world across multiple formats, including print, digital, mobile and live events. Dow Jones has produced unrivaled quality content for more than 125 years and today has one of the world's largest news gathering operations globally.

It produces leading publications and products including the flagship Wall Street Journal, America's largest newspaper by paid circulation; Factiva, Barron's, MarketWatch, Financial News, DJX, Dow Jones Risk & Compliance, Dow Jones Newswires, and Dow Jones VentureSource.

(Note: turn audience data into action and products) Test

Hulu, product data analyst

Job description

Hulu is a premium streaming TV destination that seeks to captivate and connect viewers with the stories they love. We create amazing experiences that celebrate the best of entertainment and technology. We're looking for great people who are passionate about redefining TV through innovation, unconventional thinking and embracing fun. It's a mission that takes some serious smart, intense curiosity and determination to be the best. Come be part of the team that's powering play.

Summary

Hulu's Product Management team is seeking a Product Data Analyst who will be an exceptional addition to our team. Our ideal team member is someone who loves the hard problem of turning mounds of data into data stories, reports, and dashboards that business people and technical people can easily understand and can use to answer critical business questions. Using your own knowledge of industry best practices, you will identify the key metrics that drive decisions and measure performance at Hulu to influence overall business strategy and product management efforts. You should love business analysis, analytics, data modeling, query writing, and report development. This isn't a job to own some boring tools or to create charts that nobody uses. This is an opportunity to help revolutionize how Hulu leverages its data to make decisions and to play a key role in the evolution of Hulu's internal reporting and reporting tools towards a relevant, dynamic and insightful standard. If you are someone who loves empowering others with data and thrives on helping people find and understand the information they need at the moment they need it, then this is a great role for you.

WHAT YOU'LL DO

1. ☹ Gather, manipulate, analyze and document raw, complex data and share data stories that make sense to business and technical audiences
2. ☹ Serve as tactical liaison for product management teams to provide the most accurate and relevant information to help drive meaningful business decisions
3. ☹ Continually design, test, and deploy new reports - all with the goal of providing a state-of-the-art reporting environment
4. ☹ Respond to ad-hoc reporting needs while ensuring data accuracy and integrity

WHAT TO BRING

1. ☹ BS or MS in a Technical Degree or awesome experience in showing you can geek out on reporting and analytics
2. ☹ 3-5+ years of experience as a Business Systems Analyst, Reporting Analysts, Business Intelligence Analyst, or similar field

3. ¥ Experience with standard report development methodologies, both front-end and back-end processes
 4. ¥ Experience building reports and dashboards that are meaningful to drive business decisions
 5. ¥ Sample Portfolio of reports, dashboards, and data visualizations that you have created
 6. ¥ Passion for turning data into insights and helping others unlock the power of their data
 7. ¥ Good influencing skills with a positive attitude and a proactive / self-starter mindset SKILLS
 8. ¥ Proven ability to clearly articulate data stories to business and technical audiences
 9. ¥ Excellent oral and written communication skills.
 10. ¥ Proficiency and solid foundation in statistics
 11. ¥ Advanced level of proficiency in Microsoft Excel (including Pivot Tables and VLookup) and Microsoft Powerpoint
 12. ¥ Proficiency at SQL Query development (MySQL, MSSQL)
 13. ¥ Proficiency with business intelligence dashboarding tools like Tableau, Looker, Jaspersoft, Cognos, Business Objects, Crystal Reports or similar
 14. ¥ Experience working with data in formats like CSV, JSON, and XML
 15. ¥ Experience with scripting languages: BASH, Python, Perl or programming languages Java
- NICE-TO-HAVES
1. ¥ Experience with streaming media metrics and KPIs
 2. ¥ Experience with newer technologies such as Hadoop, MapReduce, HIVE, Kafka, and Cassandra.
 3. ¥ Experience with data visualization libraries such as D3.js and NVD3.js
 4. ¥ Experience with near-time data collection and dashboard libraries such as Graphite and Grafana

(Note: audience data analyst and search engine optimization specialist) test

Forbes
SEO/Data Analyst

Job description

Forbes is seeking SEO/Data Analyst who will be responsible for carrying out search engine optimization activities as well as generating website data insights. The ideal candidate is a detail-oriented team player who works well in a fast-paced environment with a background in web analytics and search engine optimization best practices.

Responsibilities:

- Perform SEO audits -- identify what's working and what's not working
- Analyze data to find trends and make recommendations
- Analyze product testing data, identify testing insights, and present to a multi-functional team of stakeholders testing results
- Monitor industry changes in SEO and Web analytics and translate those into

actionable recommendations

- Measure, monitor, and improve new and existing processes
- Highly skilled in developing, prioritizing and executing effective organic search strategy
- Understand SEO editorial best practices, current strategies and technical obstacles
- Experience optimizing large websites with publishing systems preferred

Requirements:

- Previous search engine optimization and web analytics experience required
- Minimum of two years of work experience in digital media required
- B.S. in statistics or mathematics, or related work experience in quantitative disciplines, preferred
- Must have strong analytical skills, enjoy working with numbers and analyzing data
- A close eye for detail with the ability to see how details fit into the overall picture
- Familiar with Excel, Google Analytics, comScore, Webmaster Tools, Moz, Link Research Tools
- Strong written and verbal communication skills
- Ability to work both independently and in a team-oriented environment

(Note: Data analyst supporting ad sales, providing analysis of sales using data viz)

Discovery Communications, analyst

Job description

The Reporting & Data Analyst supports Discovery's Ad Sales analytics, reporting and data governance initiatives. This position fills both operational and analytical needs.

Assist with the maintenance of existing and development of new smart, compelling reports and dashboards to track Ad Sales KPI's, identify trends and monitor the business.

Help prepare and deliver weekly, monthly, annual sales analysis reports which include insightful analysis of sales activity and results.

Present information clearly so that insights can be used to help drive sales strategy.

Work with data visualization tools when required to best present analytics results to the team's customers.

Assist in putting together AE report cards and other sales performance reporting using both Excel and Tableau.

Working with the Ad Sales Data Manager assist with all facets of master data governance – including list maintenance for both linear and digital sales.

Participate with Account Budgeting System related data maintenance.

Develop skills and leverage tools to drive efficiency in reporting.

Recommend and implement processes to streamline and continuously improve our management reporting/analytics.

Help ensure via deal data qc that published results are sound.

Develop and maintain a strong working knowledge and relationship with the Sales staff.

Assist with special projects as required.

1-3 years professional experience in an analytical role, preferably within the media industry.

College degree or equivalent experience preferred.

Key understanding of financial concepts.
Strong analytic and problem solving skills.
Strong communications and influencing skills.
Ability to apply knowledge creatively.
Highly organized.
Must be detail-oriented.
Ability to multi-task and quickly adapt to changing priorities with a sense of urgency when needed.
High-level use of Excel and high level of proficiency with a data warehouse tool.
Working knowledge of Tableau.
Must have legal right to work in the United States

(Note: Implement a audience data, measurement and analytics strategy across BBC platforms) experiment

Head of Audience Data and Analytics , BBC

Job Introduction

The Future Media Marketing & Audiences team is responsible for understanding people's lives, needs and media use and applying those insights to enable the BBC to create digital media products, platforms and brands that help people benefit from the BBC - now and for many years to come.

We are currently looking to recruit a Head of Audience Data and Analytics which is a new role and will sit across BBC digital media to implement a digital audience data, measurement and analytics strategy and lead audience analytics and data across the BBC.
Responsibilities

Role Responsibility

Taking the lead of the BBC's Digital Analytics community, you'll devise and deliver an analytics strategy for the BBC, ensuring that we have the leading-edge audience measurement and analytics capabilities to influence key decisions.

You'll lead a team of world class digital audience analysts ensuring best practice in measurement and analysis is nurtured and expertise is built within the team.

As the expert in digital media analytics and a trusted leader, you'll build strong relationships with internal departments within the BBC and allocate resources to ensure that we deliver data analysis in order to help the business areas achieve their goals.

The Ideal Candidate

You'll have in-depth knowledge of digital media analytics, data, measurement, methodologies and industry standards with a strong track record of achievement in digital analytics, data and measurements and the use of data to inform the direction of its products, platforms and brands.

You'll have expertise with multivariate statistical analysis, manipulating analytic tools and software and therefore have substantial experience devising new ways of better exploiting data, identifying insights and presenting data in a stimulating way.

As the Head of Audience Data and Analytics you'll have demonstrable experience leading,

developing and motivating teams.

Your excellent communication, leadership, influencing and stakeholder management skills will mean you can present the data to people at all levels in order to deliver clear aims of the business.

Many members of the Marketing and Audiences team provide dedicated support to a particular service, platform, portfolio or genre. There is a requirement, however, for all staff to work flexibly across all areas. This includes contributing to ad hoc projects or providing longer term support in different divisions within the BBC.

(Note: senior leader with audience insights and personalisation product for the BBC, MyBBC, data management and analysis/insight)

Head of Data Insights, BBC

Job Introduction

myBBC is a programme exploring the opportunities for the BBC to fulfil its mission better by knowing at an individual level who its audiences are. As more consumption of BBC content takes place on connected platforms, we can inform, educate and entertain our audiences in new ways; unlike with traditional broadcasting, we are able to identify people individually, learn about them and deliver richer experiences and deeper engagement.

Responsibilities

Role Responsibility

myBBC is currently seeking a Head of Data Insight to join our team based in London and become a senior leader within the myBBC team. You will be responsible for ensuring the BBC has high quality data about its audience, and that it manages this data to the highest standard is an absolutely essential element of myBBC.

This role will provide outstanding strategic and operational leadership to develop, implement and evolve the BBC's data-led insights capability, and encourage adoption advanced data analytics and data science best practice across the BBC. An integral part of the BBC insights community and a member of the Audience Management Team, this role initially sits within the myBBC programme team. As the myBBC programme reaches maturity this role and its direct reports will move into the BBC Audiences team.

Ideal Candidate

The Ideal Candidate

The successful candidate will have experience in a similar role with a previous track record of success in the field of data management and data insight, gained at a senior level within broadcasting, digital media, advertising agency or service industry with a similar consumer and audience focus to the BBC. You will be a strategic thinker, able to articulate a vision and goal and able to generate, or catalyse in others.

You will have excellent senior stakeholder management skills, and the ability to build rapport and credible, trusted and strong working relationships. Strong negotiation, influencing and presentation skills with the ability to communicate to and persuade people both within and external to M&A, the wider myBBC team and the BBC is essential. You will demonstrate passion for and deep knowledge of data management as an experienced practitioner.

Note: head of analytics: capturing, analyzing and exploiting audience data across BBC platforms)

Head of Analytics, BBC

Job Introduction

The BBC is one of the worlds biggest news providers across Radio, TV and Online. We are looking for a Head of Data and Analytics to lead the analytics function in our commercial international News division (BBC Global News Ltd). In addition the candidate will be responsible for the provision of data and analytics for our sister company BBC World Service. BBC World Service operates a number of local news services around the world. BBC Global News Ltd which is where this role sits is an international and commercial business comprised of BBC World News TV and BBC.Com/News. The creation of GNL enables an integrated BBC.Com/news and World News business that focuses on audiences, commercial effectiveness and efficiency across the BBCs two commercial news platforms. As Head of Analytics, youll be responsible for leading and developing best in class data capture, data analysis and data exploitation.

Responsibilities

Role Responsibility

This is a critical senior role that will require you to lead all aspects of data analysis from a variety of sources (especially Omniture and Site Catalyst) and provide actionable insights to the BBC.com and World Service digital teams and to senior stakeholders across the business. You will understand complex business objectives and identify trends and/or commercial opportunities to help drive product and website development decisions. This position will also expect you to create initiative led experimentation. You will need to establish key metrics to measure performance of the BBC.com and World Service websites including looking at engagement across all digital platforms, along with tracking, analysing and reporting on their performance.

Ideal Candidate

The Ideal Candidate

This position will expect you to have a comprehensive understanding of data and data analysis, metrics and tracking mechanisms and will require you to have extensive experience with a range of systems, including Comscore and Adobe plus others, (see JD). You will have a deep understanding of web analytics including customer segmentation, multi-variate analysis, data visualisation, data modelling, search campaign analysis, and click path analysis. Youll have the ability to interpret data trends and be able to recommend action on a variety of analyses. This role will also need you to have a good understanding on CRM and how CRM can link in with web analytics. You will be comfortable presenting, discussing and leading data and analytics insights and relish the opportunity to show case your work and ideas around all levels of the company.

We dont focus simply on what we do we also care how we do it. Our values and the way we behave are very important to us. Please make sure youve read about our values and behaviours in the document attached below. Youll be asked questions relating to them as part of your application for this role.

(Note: analyse audience data for multiple departments: editorial marketing and product development.)test

Senior Data Analyst, Dow Jones
Head of Audience Development

What are my accountabilities?

1. ¥ To provide detailed analysis & understanding of our audiences across an array of news products.
2. ¥ To translate search, social and referral data into actionable insights for key stakeholders, including editorial, marketing, and product.
3. ¥ To perform audience analysis across an array of analytics platforms (Parse.ly, Omniture, Facebook Insights, Google Search Console), and competitive research tools.
4. ¥ To coordinate A/B testing for strong growth areas of our products.
5. ¥ To work with stakeholders and suppliers to share knowledge of audience development best practices, and to clearly communicate priorities.
6. ¥ To train key operational partners on self-service analytics platforms.
7. ¥

What do you need from me?

Experience working within a data team for a media organization is preferred.

1. ¥ 2+ years experience working in a role where data analytics platforms were a central focus (Adobe Analytics/Omniture, Google Analytics).
2. ¥ Understanding of referral channels such as search engines, social media, referral, direct and emails.
3. ¥ Strong attention to detail, specifically around data validation, reporting and stakeholder communication.

Proven ability to train and communicate knowledge of data analysis to others clearly

Proven ability to prioritize and manage multiple data tasks at a given time

Innovative problem solving in a fast-paced environment

Strong passion for the news sectors we operate in

Company Overview

Dow Jones is a global provider of news and business information, delivering content to consumers and organizations around the world across multiple formats, including print, digital, mobile and live events. Dow Jones has produced unrivaled quality content for more than 125 years and today has one of the world's largest news gathering operations globally. It produces leading publications and products including the flagship Wall Street Journal, America's largest newspaper by paid circulation; Factiva, Barron's, MarketWatch, Financial News, DJX, Dow Jones Risk & Compliance, Dow Jones Newswires, and Dow Jones VentureSource.

(Note: audience data insights to support advertising team, and also reports findings to analytics, content and marketing departments.)

Cox Media, Data Insights Analyst
Job description

Description

The Data Insights Analyst will perform data runs and analyses through the use of multiple research sources to support the media sales team and consult clients on their media plans for TV & digital. The right candidate will possess the curiosity to gain a deep understanding of audience measurement, consumer behavior, media trends and have an eagerness to tell a persuasive story with their findings.

In this role, the Data Insights Analyst will report to the Insights Manager and will at times collaborate with the Analytics, Content, and Marketing Departments. The Insights team is a shared service department and as a result, projects will span across CoxReps, Gamut and CMG.

Job responsibilities:

Access, report, analyze and interpret raw data culled from various syndicated research providers.

Transform data points and audience measurement into creative and compelling insights

Strategically leverage qualitative data and insights to position CoxReps' properties to support internal account executives to drive growth and increase sales revenue

Align television and digital metrics with audience behavior for applicable research pieces for multi-platform campaigns

Review advertising trends alongside consumer insights to identify prospective media opportunities for brands and clients

Clearly display research and insights through written and designed deliverables that effectively communicate the message

Independently manage project deadlines to ensure the timely delivery of requested insights.

Contribute ideas and assist in cultivating concepts during team brainstorm gatherings, working on special projects and partnering with peers and other data departments within CoxReps, Gamut and CMG

Collaborate with marketing team to develop data-driven materials and tools provided to sales teams that clearly articulate research and insights

Attend and participate in internal meetings as needed; understand business objectives and serve as a vocal subject matter expert when communicating to others

Attend and participate in industry-related conferences, workshops and events

Keep abreast of industry trends to monitor the ever-changing media landscape; remain informed on current and relevant business topics

Qualifications

BA/BS degree in Marketing, Communications, Business Administration or related field preferred

1+ year experience in a research, insights or sales role at a media agency, broadcast/digital company, or media rep firm

Possess excellent verbal and written communication skills

Ability to juggle multiple projects and prioritize accordingly in a deadline driven environment

Motivated self-starter who has a strong desire and curiosity to learn about media, marketing, brands and advertising

Resourceful problem-solver with a willingness and determination to find the best story

Ambition to deliver exceptional and impactful insights that drive positive results

Extremely attentive to detail

Organized and diligent with strong time management skills

Proficient in Microsoft Office, specifically PowerPoint and Excel
Knowledge of television and digital audience measurement
Experience with Scarborough and other Nielsen products as well as Simmons, comScore
and Kantar is a plus

TECHNICAL (and analytical)

(Note: data scientist will manage data sources, run experiments and create new solutions for Vice, part of revenue operations team)

Data

Vice, Data Scientist

Job description

Overview

Data science is the foundation and future for VICE's media business, by creating scalable solutions to help understand our rapidly growing global organization. This position will work in Vice's fast-moving, creative, and fun work environment and offers unique ownership opportunities by creating new solutions that will be utilized across every department within VICE. This opportunity is part of VICE's Revenue Operations team where you'll partner with the product, ad product and editorial teams to manage VICE's various types of data sources, run experiments, and create new solutions for the business.

Responsibilities

- Provide key stakeholders with actionable insights that will help them to effectively target, engage, and monetize our best customers and/or content.
- Integrate analytics from VICE owned and third party platforms, user behavior and advertising data into actionable recommendations and tools.
- Gather and process raw data (including writing scripts, web scraping, calling APIs, write SQL queries, writing applications, etc.).
- Collaborate with Yield and Analytics teams to leverage web and mobile platform performance and audience analyses to maximize monetization opportunities and ROI.
- Work closely with our Product and Operations teams to integrate algorithms into our production systems.
- Apply statistical expertise to study relationships between platforms, audience segments, topics and monetization metrics in order to deliver highly effective user experiences for consumers, advertisers, and affiliates.
- Enhance and leverage content categorization and taxonomy, as well as monetization related data tools to improve content ROI, including identification of strong content and/or audience sales opportunities.

Qualifications

- Bachelors Degree, Masters preferred in a quantitative field.
- 3+ years experience working in analytics or data mining ideally in digital media, digital marketing or quantitative consulting roles with focus on analysis of large datasets.
- Strong data mining skills, drawing actionable conclusions and simplifying complex

information into actionable recommendations.

- Experience with, or knowledge of, data visualization, including usage of tools like Tableau.
- Passionate about interpreting data into recommendations and insights with the ability to clearly translate complex information to all layers of the organization.

Requirements

- Strong understanding in database management, with solid understanding on SQL, Bash and Python. Additionally experience with data architecture and data strategy.
 - 1-2+ years of experience using data visualization tools such as Tableau or d3.
 - High level of proficiency with digital media sales and information platforms such as Operative, DFP, Moat, Krux, Google Analytics, CRM, and etc...
-

(Note: Data scientist to analyse and program data across Weather Channel departments)

Weather Channel Data Scientist

Job description

NOTE: This is NOT a Junior or Entry Level role. We are seeking candidates with at least 5+ years of professional work experience, in Data Science.

Responsibilities

1. ¥ Help customers analyze their data needs and work with all the teams to provide the best possible solution
2. ¥ Identify data partners, both internal and external, to gather the data to build the best in class data solutions
3. ¥ Provide sales support and enable the team sell bigger and better and provide metrics to justify the customer spend
4. ¥ Support campaign modeling and management, help derive data insights, provide attribution end to end
5. ¥ Build API layer that will enable us to sell the data
6. ¥ Partner with various vendors to create 3rd party neutral ROI/attribution solutions

Requirements:

Required Professional and Technical Expertise

1. ¥ Bachelors Degree, Masters preferred in a quantitative field.
2. ¥ Minimum 7 - 12 years experience in data sciences and technology management, media experience preferred

Preferred Requirements

1. ¥ 5+ years experience in systems development or platform management
2. ¥ 3-5 years experience in client interaction
3. ¥ Demonstrated record of originating and managing large scale

vendor and partner relationships

Eligibility Requirements

1. Familiarity with meteorological data. Meteorology degree not necessary.
 2. Strong programming skills in one of the following: R, SAS, Python, SQL
- Curiosity and willingness to explore relationships present in unstructured data
-

(Note: Data scientist to sort, analyze and deliver actionable info from giant, unstructured social media datasets. Work with engineers, product managers and other teams.)

Dataminr

Data Scientist

Dataminr - New York, NY

Type: Full Time

Min. Experience: Experienced

Who we are:

We are Dataminr, the leading company that turns social media into real-time, actionable alerts. Our ability to find and deliver information faster than any traditional source has completely revolutionized how critical, relevant and actionable information reaches the news, finance, public sector and corporate security industries.

We are one of the most exciting companies to work for and have been referred to as the “super tool of journalists and hedge funds” while also receiving numerous accolades from professionals in both the corporate security area and public sector. We’ve been named to CNBC’s Disruptor 50 list in 2014 and 2016, the Forbes FinTech 50 list in 2016, added to the AlwaysOn Global 250 Top Private Companies list and received an invitation to speak at the World Economic Forum.

Headquartered in New York City and nearing 200 employees, Dataminr provides a challenging and dynamic environment where everyone feels that they have the freedom to be innovative, impactful and influential. Our culture promotes team interaction, work-life balance and the sharing of information and ideas because it empowers us to do our best work and have fun. If you want to be a part of the most interesting and exciting high-growth tech company in New York, please keep reading!

Who you are:

You're a dedicated data scientist who wants nothing more than to help us sort, analyze and deliver relevant information from terabytes of unstructured data in the social media space. You will build machine learning models to transform social media feeds into actionable items. You will also work with engineers, product managers and other teams to solve challenging problems with your data science skills.

¥ Ph.D. in Computer Science, Math, Statistics or Machine Learning

1. ¥ A minimum two years work experience in machine learning and natural language processing
 2. ¥ Extensive programming experience in Java, Scala or Python, ability to work on projects with minimal engineering support
 3. ¥ Experience with Spark, Hadoop/MapReduce and machine learning frameworks
 4. ¥ Ability to communicate complex quantitative results in a clear, precise and actionable manner
 5. ¥ Self-motivation and an ability to handle multiple competing priorities in a fast-paced environment
 6. ¥ Ability to work both independently and collaboratively within a team
- Our offering of competitive benefits and perks include: ¥ Company paid benefits for employees and their dependents, such as medical, dental, vision, disability and life
7. ¥ Flexible spending account to be used for out-of-pocket medical, transit, parking and dependent care expenses
 8. ¥ 401(k) savings plan
 9. ¥ Generous leave
 10. ¥ Daily catered lunch
 11. ¥ A kitchen fully stocked with snacks and beverages ...and this is just to name a few!

Dataminr is an equal opportunity and affirmative action employer. Individuals seeking employment at Dataminr are considered without regards to race, sex, color, creed, religion, national origin, age, disability, genetics, marital status, pregnancy, unemployment status, sexual orientation, citizenship status or veteran status.

(Note: data scientist to ask questions, turning audience data into knowledge, and products.)
test

Scripps Data Scientist

Job description

E.W. Scripps is a company rich in media history focused on the future. We are one of the nation's largest independent TV station owners, and we are working to stay ahead of the ways in which people use technology to find news and information. Our commitment to the future means that discovery is commonplace, the status quo is challenged, iteration and collaboration are the norm and new ideas are welcome. Join a team of top performers and help shape the future of the most strategic and well positioned media company -- E. W. Scripps. This position will be located in Cincinnati, OH.

At Scripps, You'll

1. ¥ Have a complete modern analytics software stack at your disposal.
2. ¥ Need to spin up some VM's? Done.
3. ¥ Want unrestricted RDMS space? No problem.
4. ¥ Hadoop instance? It's ready.

5. Need an API and dashboard to disseminate your results?
That's easy.
 6. ¥ Enjoy a broad scope of responsibility -- with projects and questions from every part of the business and new businesses under consideration.
 7. ¥ Know that your work will have an impact on key strategic decisions -- changing and shaping the way we do business. This is why we are so selective in our hiring process.
 8. ¥ Work with top talent both inside and outside of the company -- from researchers and professors at top universities to leading experts in emerging technology.
 9. ¥ Grow your talent with constant learning -- with substantial investments in on-site and hands-on training and eLearning formats used to fill in the gaps.
 10. ¥ Work on projects that are important and interesting to you -- with quarterly Innovation Days throughout the year.
 11. ¥ Expand your horizons by attending and giving talks at conferences and professional networking opportunities with senior analytics professionals.
 12. ¥ Become a leading expert in applied analytics for media.
- We are looking for someone who knows how to use the latest data analytics tools, will thrive in our fast-paced innovative environment, will deliver results and has the following experience and credentials.

Primary Purpose

The Data Scientist blends the skills of a business thinker with those of a data analyst: asking questions, turning data into knowledge, forming conclusions, and making recommendations that enable the company to innovate, differentiate itself from its competitors, work smarter, make better decisions, and enhance profitability. This individual will partner with the analytics team, analytics products and services director, business leaders and end users to be a change agent - teasing out the questions that are important to our business, and then use statistical analysis and data mining techniques to inform the answers and communicate conclusions both visually and in writing, along with recommendations and next steps. The Data Scientist will also participate in the creation and measurement of new business processes, tools, and products.

Key Responsibilities

1. ¥ Influence the course of the business as a trusted advisor to business leaders and users, using data and analytics as a basis for better, more informed decision making
 2. ¥ Creation of analytics and measurement roadmaps
 3. ¥ Identify impactful choices or courses of action that drive value for the organization
 4. ¥ Evaluate the big picture and solve business problems in addition to focusing on metrics
 5. ¥ Influence the direction of the business by effectively communicating conclusions to cross-functional groups
- Mine large amounts of data and perform data analysis to extract useful business insights for a wide range of topics including product development and performance, market dynamics, consumer and audience knowledge, internal operations, and external research
1. Initial study design, acquisition of data, prototyping and production roll out

2. Ongoing tracking, monitoring, and periodic follow-up studies
3. Support the design and implement of reporting dashboards that track key business metrics and provide actionable insights

Use software and other tools to develop analyses that identify patterns, influences, correlations, relationships, predictive factors, risk factors, and that provide better situational awareness

1. Creation of models, simulations, and optimization routines
2. Develop of data flows and acquisition strategies to facilitate the capture and sharing of data and analytics within the organization

Support the development of Scripps analytics products and services by providing input into product roadmaps

Be a positive force to cultivate a culture that is passionate about developing analytics as a business competency

1. Drive accountability for value recognition and business results
2. Create and contribute to a quality work environment that motivates team members to perform at their highest levels and positively affects employee and business partner relationships
3. Be a publicly visible presence, including creating communications and leading training sessions, advocating for the benefits of analytics in Scripps and the products/services of the analytics team

4.

Education / Work Experience

1. Bachelor's required, Masters preferred. Applied statistics, Computer Science, business analytics or a related field.
2. Minimum 3 years, 5+ years preferred. Only years where you have experience in solving analytical problems using quantitative approaches apply to this requirement.
3. Experience and demonstrated success presenting complex analyses and final recommendations to business leaders.

4.

Statistical Method Experience

1. Analysis techniques such as scenario modeling, pattern detection, A/B testing, nearest neighbor, cluster analysis, sentiment analysis, decision trees, optimization, simulation, regression analysis, agent based modeling, ensemble models, collaborative filtering and other types of analysis

2.

Software Skills

1. R, RapidMiner, MySQL, other RDMS (e.g., MS SQL Server, etc), Python, Excel, graph databases and other tools for data mining

2. Big data platform (Hadoop, Spark, Hive, Impala) experience preferred

3. Tableau (both for data exploration and presentation)

4.

(Note: Data scientist to develop and analyse audience insights KPIs to inform future product development and optimization, conduct experiments) test

Salon, Senior Data Scientist

Job description

Salon Media Group (Salon.com) is seeking a full-time Senior Data Scientist in our NYC office with 6+ years of experience in analytical roles of which at least 3 years were at a major digital publisher. The analyst will help define, track and analyze KPIs and generate insights about how Salon's audiences consume content across platforms (web, phone, tablet, etc.) in order to inform future product development and optimization. The successful candidate will be able to deliver A/B and multivariate experiment, design and automate reports, implement digital analytics tagging, master exploratory analysis and insight, all in close collaboration with the Web Analytics Manager. The analyst will work with a variety of teams from tech, ad ops, product, editorial, sales, and marketing. The analyst will especially work very closely with cover and social media editors to gain a growing understanding of audience behavior, and to use that knowledge to help us serve our users better. You will play a critical role in analyzing traffic patterns, consumption trends, and audience behavior through standard dashboards as well as ad hoc analyses.

Responsibilities for this role include:

1. ¥ Analyzing audience behavior around Salon content on all platforms, drawing insights to inform future strategy. Monitor KPI's, bring awareness to and provide in-depth root cause analysis to change trends.
2. ¥ Working with editors and writers to identify and spread best practices in framing articles and video.
3. ¥ Conducting A/B tests of on-site content, site design elements, social media promotion, newsletters, etc.
4. ¥ Working daily in Chartbeat, Google Analytics, and other analytics platforms, using tools such as Excel, SPSS or R to analyze data.
5. ¥ Identifying new platforms, partnerships, and practices that can drive traffic and grow our audience.
6. ¥ Design, build and automate dashboards
7. ¥ Liaise with internal stakeholders to understand their objectives, challenges and opportunities. Translate business requirements into data requirements with a deep understanding of project objectives and available data attributes
8. ¥ Use observation and analysis to recommend iterative improvements to site design, and partner with product manager on the end-to-end process of test design, implementation and analysis
9. ¥ Work with social media editors to improve social tactics
10. ¥ Work with the DMP team on developing user segments and insights
11. ¥ Lead the development of annual/quarterly traffic models to inform audience targets for the site and perform competitive analysis
12. ¥ Create and maintain documentation (tracking requirements, test templates, etc.)

Qualifications:

1. ¥ Bachelor's Degree required
2. ¥ MBA from a top tier school preferred or a Degree in math, statistics, economics, computer science, or some other quantitative field
3. ¥ Advanced Excel and PowerPoint knowledge.

4. ¥ Experience using R, SPSS, or other statistical packages desirable for analyzing large datasets.
5. ¥ Experience with digital analytics reporting tools and platforms, especially Google Analytics (premium) and newsroom analytics platforms (e.g. Chartbeat for Publishers)
6. ¥ Experience with social media optimization tools (e.g. SocialFlow), A/B testing platforms (e.g. Optimizely), DMP (e.g. Krux), Data Visualization platforms (e.g. Tableau) and Syndicated platforms (e.g. comScore Media Metrix suite)
7. Understanding of LPO (Landing Page Optimization) and website personalization
8. High degree of reliability
9. The belief that high-quality journalism is extremely important, and to help it grow. Love for journalism and working on the web, and experience navigating analytics. Must have strong attention to detail skills
10. Ability to multi-task, work independently and meet deadlines

What we offer:

1. Entrepreneurial culture
2. Fast-paced environment where serious efforts are noticed and are rewarded
3. Casual work atmosphere
Growing company with growth potential

(Note: Management of data strategy, to focus on revenue, growth and optimisation of cross-platform audience through data exploitation)

Scripps Network Interactive
VP Data Strategy

Scripps Networks Interactive is currently seeking a VP Data Strategy. The VP, Data Strategy will proactively lead data-driven efforts and initiatives for Scripps Networks with a focus on monetization, growth and optimization of cross-platform audience, and cultivation and exploitation of first party/third party data. This leader supports the advertising sales and audience growth efforts of the Scripps Networks Interactive across both linear and digital properties by leading efforts in audience measurement, consumer insights via analytics, digital primary research, data applications and development.

Job Description:

Responsibilities:

1. ¥ Determine best approaches for aggregating viewership, engagement and ad effectiveness across all platforms to support monetization and viewership
2. ¥ Work very closely with ad sales leadership, research, and marketing to drive ad sales data roadmap and the development and execution of new data-driven marketplace offerings
3. ¥ Develop SNI's direct to consumer relationships through

personalization and profile enhancement.

4. ¥ Work with and assess a myriad of data providers to understand value and gain insight into platform performance.
5. ¥ Develop innovative custom solutions for advertising clients by combining raw data from first party and third party data sources. Engage directly with clients on large data deals and cross-functional engagement to build and foster usage of data for audience growth.
6. ¥ Provide business and strategic leadership and development of SNI's cross-platform audience warehouse
7. ¥ Collaborate with technical counterparts to ensure proper delivery, storage and usage of data environment.
8. ¥ Collaborate with research counterparts to convey the full story of how SNI's audiences uses of both content and advertising.
9. ¥ Champion efforts across the company to collect, manage and exploit internal and external data to drive better decision making and identify and pursue data-driven growth and monetization opportunities.
10. ¥ Lead a team of ~20 specialists across data science, web analytics, data marketing and audience development, and analytics/optimization.

Qualifications:

- 10 years of relevant organic marketing experience and related software tools.
- Bachelor's Degree in interactive media, journalism, communications, marketing, creative writing or equivalent experience with strong skills in computing, logic and analysis

Strongly Desired:

- Deep understanding of media and television and digital marketplaces.
- Strong background in digital including ad targeting, marketing, analytics.
- Deep knowledge of multiplatform products and measurement including such tools as omniture, redshift, sql.
- Strong background in building relationships across teams and functions.
- Strong technical and/or statistical background.
- Ability to tell a story with data and explain complex approaches simply.
- Strong people management and communications skills along with demonstrated ability to lead a team and manage many diverse projects simultaneously
- Advanced degree required, ideally in a mathematical field.

(Note: Software engineer to aggregate data from analytics, registration, subscription and other databases, and leverage these data for business intelligence and revenue)

Hearst, Software Engineer/Data Analytics

Job description

Hearst Digital Newspaper division is seeking an exceptional Software Engineer (various levels). As a Software Engineer in Data/CRM team you will be designing and developing systems to aggregates data from web analytics, registration, subscription databases and building business intelligence and value added services, that leverages machine learning and data analytics, to power CRM, marketing and CMS for content recommendation, advertisement and personalization efforts.

Responsibilities Include

- Understand data from Google Analytics, Google DFP, Omniture, E-commerce, Registration systems, and build products and services that increase our subscription and revenue.
- Designing restful micro web services that leverage data warehouse and e-commerce databases.
- Designing the data strategy that can be used in BI tools such as Tableau. Be able to analyze using BI analytics, and understand data and reporting needs for various stake holders.
- Design and develop a CRM system and build integrations to backend ecommerce systems.
- Develop machine learning models for predictive analytics, for personalization, content and add recommendation.
- Work with Data Science team to leverage data in Google Big Query / Amazon Redshift
- Innovate and brainstorm new features

Qualifications

- Software design and architecture experience.
- Experience in one or more of languages Python/ JavaScript / Java / Go
- Google Cloud, Amazon EC2, Big Query, Redshift
- Machine Learning Scikit Learn / Spark MLlib
- Business Intelligence Tools such as Tableau, Looker, PowerBI
- Have understanding of Google Analytics, Omniture, DFP
- Front end web development skills such as React, Angular
- Restful Web services backend skills Python/Flask, NodeJS
- Test Driven development
- Continuous delivery, and tools such as Jenkins, Sonar
- Bsc/Masters in Computer Science

(Note: Work with data management team to develop a single customer view platform)

Big Data Engineer, BBC

Job Introduction

Tony Hall announced the myBBC programme in October 2013 as a major new strategy to re-position the BBC in the lives of our audiences: to create a personalised engagement. The project delivers to our world-class products (iPlayer, Playlister, Sport among others) and reaches millions of audience members every week. As we assemble our team to deliver on this promise over the coming years, this is an opportunity to help shape our teams and our ways of working.

Within myBBC, the Data Management team works to make the management of personal data (including user profile, user activity and content data) a core competency of the myBBC programme, while driving a clear process for moving data requirements through the prepare, innovate and deliver stages of the programme delivery lifecycle. The Data Management team is also responsible for managing the data in the BBCs new Single Customer View platform; a petabyte scale, cloud-hosted, big data warehouse.

This includes:

- Providing visibility of data availability and defining sourcing strategies to address data availability gaps for new products and services
- Providing insight into the quality and usefulness of data through data profiling
- Developing myBBCs data dictionary and understanding of the data estate

- Supporting projects through data extract, transform and load
- Support ongoing development of the BBCs Single Customer View platform
- Implementing pragmatic data governance of personal data through the data lifecycle.

Responsibilities

Role Responsibility

Working within the Data Management team, this role will be central to establishing a better understanding of its data estate, set out data acquisition approaches for new service developments, to support proposition teams to accelerate the data needed to move from idea to implementation, and to build up data management knowledge and best practices to enable the BBC to use data to drive a new and deeper relationship with its audiences.

- Work with BBC online product teams to identify detailed data requirements - specifically data integration, data quality, data derivation and data transformation requirements
- Review and feedback on gating documentation for new developments across myBBC that require data. Assessing data requirements, to enable progression through the gating process
- Define data sourcing options and strategies, specifically the identification of data availability gaps, and identify the preferred data sourcing approach for each data requirement
- Extracting, transforming and loading data to support prototyping and trialling of new services
- Producing ad-hoc data extracts and reports on data from a wide variety of systems using tools such as SQL, Hive, Python and Tableau.
- Develop profiles of data within the Single Customer View and other systems to provide visibility of data usability and to identify data quality issues for remediation
- Define the end-to-end data remediation support process. Provide support to other teams for resolution of remediation activities, specifically quality assurance of remediated actions
- Perform root-cause analysis for any data issues and suggest options for remediation
- Support and drive data assessments as part of establishing data suitability and data sourcing strategies
- Support the Architecture and Engineering team with the ongoing design and development of the Single Customer View, including sourcing, assessing and integrating new data sources
- Work with the architecture team to define conceptual and logical data models

Ideal Candidate

The Ideal Candidate

Essential

- Excellent written and verbal communication skills
- Several years experience working in data centric projects in either a data analyst or data architect role
- Experience of conducting analyses with large unstructured data sets multi-million events, multi-gigabyte data sets
- Experience of conducting data analyses with cloud based technologies (preferably AWS)
- Experience of using tools such as Hadoop, Hive, Pig, Impala, Python, Java, R

- and Tableau
- Deep experience doing data analyses using Structured Query Language (SQL)
- Deep experience doing data analyses against relational databases and a good understanding of relational database management concepts
- Good facilitation skills and experience working with a broad set of stakeholders/partners in Business and IT
- Project delivery experience using agile delivery methodology
- Proven experience working within environments with a diverse data landscape
- Proven experience working with business and data analysts to translate data requirements into functional specifications to enable the building of data platforms
- Deep experience working with business analysts to understand and document data integration and data quality requirements
- Experience of prototype-enabled delivery, allowing for discovery/innovation based delivery approaches as part of overall delivery lifecycles
- Understanding of the importance of managing personal data securely and the techniques and processes required to ensure authorised usage

Qualifications

- Bachelors degree from an accredited university

About the Company

About the Company

We dont focus simply on what we do we also care how we do it. Our values and the way we behave are important to us. Please make sure youve read about our values and behaviours in the document attached below. Youll be asked questions relating to them as part of your application for this role.

The BBC is committed to building a culturally diverse workforce and therefore strongly encourages applications from underrepresented groups. We are committed to equality of opportunity and welcome applications from individuals, regardless of their background.

(Note: Data engineer/programmer to develop insights into b-to-b magazines)

Hearst Business Media

Data Engineer

Job description

The newly formed Data Science Center of Excellence at Hearst Business Media is working to solve complex business problems across healthcare, transportation, and financial services, using machine learning and big data technologies.

As a Data Engineer with our team, you'll be working across a wide range of data assets, spanning multiple industries, using high performance computing technologies such as Hadoop, Pig/Hive, Spark, and MongoDB. We are looking for a data engineer who can build a fast and flexible data and machine learning platform in the cloud, scalable to solve diverse business problems. Our solutions need to be as diverse as our companies, so being comfortable working across multiple technologies is a must. Our analytics and machine

learning platforms will integrate with full stack software solutions powered by streaming big data, and run state of the art machine learning and intuitive visualizations in the cloud. Our use cases are extremely broad, from precision medicine for patient care to predictive models of future auto valuations to natural language processing and image recognition of web-scraped social media and advertising data. We have the highest executive support and direct impact on our customer experience and bottom line.

Who you are:

1. ¥ You are looking to be part of a cutting edge, nimble team working on high profile projects across a very wide spectrum of businesses and use cases.
2. ¥ Someone who loves to grow, to learn new technologies, and who can implement solutions using these technologies to empower internal customers and scale existing platforms.
3. ¥ You are passionate about learning and implementing complex systems to further customer goals. Implementing complex data structures or optimizing distributed machine learning deployments is something that you're excited about.
4. ¥ Someone who is not intimidated by challenges; thrives even under pressure; is passionate about their craft; and focused on delivering exceptional results.
5. ¥ Expert at designing, implementing, and operating stable, scalable, low cost solutions to flow data from production systems into the data warehouse and into analytics applications

What we offer:

1. ¥ Highly collaborative and collegial work environment where everyone's input is valued and continued learning is a rule to live by
2. ¥ A startup attitude with the resources of a Fortune 500
3. ¥ Generous salary and merit-based incentives
4. ¥ Superb office location in midtown Manhattan

Key responsibilities:

1. ¥ Design, implement, and support data warehouse infrastructure using AWS, Google, and Microsoft technologies.
2. Create ETLs to take data from various operational systems and create a unified dimensional or star schema data model for analytics and reporting
3. Develop a deep understanding of our broad array of data sources and know how, when, and which data to use to solve particular business problems.
4. Monitor and maintain database security and database software
5. Manage numerous requests concurrently and strategically, prioritizing when necessary

Basic Qualifications

1. Bachelor's degree in Computer Science Engineering or related technical field
2. 5+ years of relevant experience with ETL, data modeling, and

analytics architectures

3. 5+ years' experience in relational database concepts with a solid knowledge of SQL and OLAP
4. 2+ years experience with Big Data solutions: Hadoop, Pig/Hive, Spark, MongoDB or other frameworks
5. Exceptional troubleshooting and problem-solving abilities
6. Strong communications skills
7. Demonstrated ability to work effectively across various internal organizations

Preferred Qualifications

1. Master's Degree in Computer Science Engineering or related technical field
 2. 2+ years of experience in working on and delivering research oriented data driven problems
 3. Experience with Amazon Redshift or other distributed computing technology.
 4. Experience with Python or R
 5. Experience with applied data science or machine learning, such as SciKit-Learn, MLLib, or Theano, in production environments
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