The University of Sunderland in Hong Kong

Data Scientist / Marketing

We are seeking an Assistant Data Scientist / Data Scientist (depending on your experience level) for our Marketing team who will help us make smarter decisions in our digital marketing efforts. The primary focus of the role will be in applying data mining techniques, statistical analysis, and building prediction models. The role also focuses on continuous improvement through Big Data initiatives.

Responsibilities:

- Provide performance analysis to extrapolate current and historical trends into forecasts, and provide business context to identify and drive critical growth and effectiveness initiatives
- Generate analytic data sets from multiple data sources with the ability to analyse both qualitative and quantitative data
- Interpret data and analyse results using statistical techniques - transform raw data into practical insights
- Actively collaborate with other departments to understand customer data, current performance and identify future effectiveness
- Collaborate with Web Engineers to build and maintain robust and scalable data reporting and analytics infrastructure and models
- Be a champion for high quality data-driven decision-making throughout the company by helping other teams develop good metrics and their own data analysis skills
- Collaborate with programmers to plan and manage data flow related projects, including MIS, CRM system, website and mobile applications
- Work with marketing partners to optimize the marketing performance and ROI

Requirements:

- Bachelor degree in Computer Science, Mathematics, Statistics or related disciplines
- A good team player with sound analytical and problem-solving skills, willing to take on new challenges
- Interest in data management, data analysis and business intelligence
- 2 to 3 years of experience in data analysis
- Experience in manipulating, blending and analysing high-volume, high-dimensionality data from varying sources
- Experience in data visualization techniques and analytics
- Experience in consumer data is a plus
- Familiar with SQL, Excel, Excel statistical plug ins, Macros, Python, R, Facebook API, Google Analytics

Please state your current and expected salary. Resumes will not be considered without this information.