



## POSITION DESCRIPTION

Position Title	DATA SCIENTIST	Position No.	50049663
Team	[Audiences]	Classification	[Technologist]
Department	Audience Insights & Analytics	Schedule Roster Cycle	[Schedule A] [2 Week Rostered]
Location	Ultimo	Band / Level	[Band 7]
Reports to	INSIGHTS MANAGER – DATA SOLUTIONS & INNOVATIONS 50049264	HR Endorsement	5/08/2020

### Purpose

Conduct the transformation of data into insights to drive informed business decisions that align with ABC strategy and objectives.

### Key Accountabilities

- Under broad direction of the Insights Manager – Data, Solutions & Innovations, undertake very complex Data Analytics initiatives from business analysis through to visualisation to ensure the delivery of appropriate business outcomes.
- Collaborate with relevant stakeholders to ascertain analytical business requirements by developing detailed business requirements, conducting gap analyses, creating functional designs, and guiding the business' leadership through analytical data processing when required.
- Analyse and interpret very complex datasets from one or more sources to ascertain suitability to meet requirements; and/or identify data quality and integrity issues and recommend appropriate course of action.
- Recommend approach to data integration and modelling in order to meet business requirements.
- Collaborate with stakeholders to design the correct visualisation style to bring audience stories to life.
- Consult and educate stakeholders on the appropriate methods to adopt proposed solutions, and to promote self-service usage of analytics.
- Keep abreast of industry and market trends, particularly in relation to technology, media and associated SME domains.
- Actively promote the ABC values and apply all relevant workplace policies and guidelines.
- Cooperate with any reasonable instruction, procedure or policy relating to safety and take reasonable care for your own safety and that of other people who may be affected by your conduct while at work. Additional WHS responsibilities apply to Managers and Supervisors, Team Directors, and other Officers.

### Key Capabilities/Qualifications/Experience

1. Relevant tertiary qualifications, or significant equivalent skills, knowledge and experience.
2. Demonstrated highly advanced experience in digital analytics and research, ideally in a media organisation.
3. Highly advanced knowledge and experience with SQL Data tools such as SSMS and SSIS; and experience in developing SQL queries in a very complex environment.
4. Highly advanced knowledge and experience with large datasets and analytical tools such as Redshift, AWS, R, Python and Alteryx.
5. Highly advanced ability to analyse very complex data from a variety of data sources, including SQL databases, web services, JSON, XML and CSV.
6. Highly advanced knowledge and experience with source control tools such as Bitbucket and GIT; and experience with one or more business intelligence tools such as Microsoft Power BI and Tableau.





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7. Highly advanced knowledge of data quality improvement processes.
8. Strong ability to anticipate and respond to business needs and opportunities effectively and efficiently in a rapidly changing environment.
9. Highly advanced problem-solving and analytical skills, including the ability to recognise the story from high-volume and very complex information data to identify market strengths, weaknesses, opportunities and threats.
10. Excellent communication and interpersonal skills, including the ability to represent the ABC in industry forums and working groups; and work closely with subject matter experts to identify and translate business rules into actionable data insights.
11. **ABC Principles:** Demonstrated commitment to the ABC Principles of We are ABC, Straight Talking, People Focused, Accountable and Open & Transparent.
12. **ABC Policies:** Understanding of the relevance and scope of ABC policies and the ABC Principles and a commitment to adhere to these; particularly in relation to complying with health, safety and wellbeing requirements in the workplace and acting in accordance with the ABC Principles.
13. **Diversity and Inclusion:** Ability to communicate effectively and build relationships with people from a range of diverse backgrounds.