Senior Research Executive (Data Science)

London

BBC
Our mission is to enrich your life and to inform, educate and entertain you, wherever you are.

The BBC’s World Service Group delivers international news output of the BBC and comprises of BBC World Service, BBC World News television, BBC Monitoring and the BBC’s international online news services. Together, these services provide a focal point for viewers and listeners around the world, attracting a combined global weekly audience of over 320m. The World Service sits within this broader division, delivering journalism on TV, radio and online across the globe in 29 languages.

The government has recently invested in a series of initiatives which aim to increase the impact and reach of BBC World Service over the next four years, and so the World Service is going through a period of rapid and exciting transformation that will see the number of languages we cover increase to 39 by 2020. In addition to new services, the initiatives aim to strengthen the BBC’s overall international offer to the benefit of all audiences.

This role will bring core data science capabilities into the heart of W2020 decision making around serving our audiences better.

Main Responsibilities

As Senior Research Executive (Data Science) within the World Services Audiences team, you will be involved with cutting edge audience measurement and delivering actionable insights across BBC World Service, helping journalists, product managers, marketers and business development teams better understand their audiences and make data-driven decisions. You will make extensive use of large data sets, and integrating big data practices into the everyday work of the Audiences team, complementing the team’s existing skill sets.

The Ideal Candidate

The successful candidate will have:

Significant experience in one or more of techniques such as multiple regression, factor/cluster analysis, non-parametric tests, logit & probit, predictive analytics etc.

Experience in applying statistical modelling techniques to yield insight from a huge variety of data sets

Expertise in database querying languages (such as SQL) and ability to use statistical programming languages such as R or Python.

Demonstrable experience of combining and interpreting data from different sources to form a clear and cohesive understanding of audiences and/or market contexts

Demonstrable experience of unearthing patterns and trends from large data sets and translating findings into actionable insights
About the BBC

We don’t 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 you’ve read about our values and behaviours in the document attached below. You’ll 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.