Lead Statistician (Data Science)

London, United Kingdom

Ipsos Connect are experts in brand, media, content and communications research. We help brands and media owners to reach and engage audiences in today’s hyper-competitive media environment.

Our services include:

- **Brand & Campaign Performance**: Evaluation and optimisation of in-market activities to drive communications effectiveness and brand growth.
- **Content and Communications Development**: Communications, content and creative development from early stage idea development through to quant pre-testing. Media & touch-point planning.
- **Media Measurement**: Audience measurement and understanding.

Ipsos Connect are specialists in people-based insight, employing qual and quant techniques including surveys, neuro, observation, social media and other data sources. Our philosophy and framework centre on building successful businesses through understanding brands, media, content and communications at the point of impact with people.

**The Ipsos Connect Data Science Unit**

The Data Science Unit has been created in Ipsos Ipsos Connect in direct response to the way the converging media and advertising market is moving. The team focuses on the increasing need for new analysis techniques. Their remit reflects the growing industry importance of Big Data, passive measurement technologies, complex modelling, visualisation, data integration and calibration methodologies. The concept of Data Science fits perfectly into our business structure and how we see the Ipsos Connect business developing.

The unit is at the very heart of Ipsos Connect projects and provides an important central resource covering large media industry measurement contracts, syndicated surveys and ad hoc insight projects. Areas of expertise within the team include; computer programming, advanced stats and analytics, regression based modelling techniques, probability theory, data integration and fusion, Big Data processing, passive measurement, complex survey design etc.

Team members are at the fore-front of design ideas in the UK and as part of the global Ipsos Connect specialism. The Unit is headed by the Head of Data Science who has many years of experience in technical market research areas and statistics. A further 6 Data Scientists with varying levels of skills and technical research expertise work in the team.

**The Role**

To allow the team to expand to meet increases in new development work and general workloads, we have identified the need for a Lead Statistician role. The Lead Statistician will be crucial in helping to
develop and expand our statistical expertise and to focus on new and innovative Data Science techniques involving various data sources.

Reporting to the Head of Data Science, the role will involve working on projects for a multitude of clients within Ipsos Connect covering range of industries – television, radio, print, online, outdoor, mobile, entertainment, music, telecoms and technology. The first priority is the development work for a project we run in behalf of the “out of home” advertising industry in the UK.

Key Responsibilities:

- Act as the core statistical lead within the Data Science team and coordinate and manage all statistical project activities
- Work across all research projects with various project teams, primarily focusing on audience measurement projects
- Lead the development of various statistical models based on robust, cutting edge techniques
- Champion the development and use of new statistical techniques
- Ensuring that comprehensive & clear documentation is maintained
- Provide mentorship and training for other members of the team

Key Requirements:

- MSc/PhD in a quantitative discipline (statistics, mathematics, physics etc.)
- Solid applied statistical experience in similar senior roles, ideally within the market research or media and advertising industry or a similar data driven environment. Any prior exposure to audience measurement would be beneficial.
- A thorough understanding of applied statistics including sampling approaches, multivariate analysis, probability modelling, distribution fitting, time series analysis, machine learning and data mining techniques etc.
- Experience and deep understanding of Bayesian approaches to statistical modelling is a plus.
- Experience and deep understanding of marketing mix models is a plus.
- Good working knowledge / experience with at least one major statistical computing and/or general programming environment. SAS, R, SPSS, Python are preferred.
- Be aware and have experience in advanced data integration techniques such as data fusion and imputation.
- To be able to think logically about complex problems relating to their work. To be not afraid to develop new ideas and concepts relating to data science and its application in the research world.
- Able to write clear and precise technical documents describing their work and outcomes relating to analysis carried out via their work.
- A good communicator on technical areas relating to projects they are working on.
- Strong stakeholder management skills as you will be expected to liaise regularly with internal and external stakeholders.
In return, we offer:

- A competitive package, with a commitment to personal development where your efforts and achievements are recognised and rewarded;
- A creative, busy, open and supportive working environment;
- The autonomy to develop and grow the business area with support from senior directors and the wider team;
- The opportunity to get involved with innovative techniques in addition to the more traditional methods.

Ipsos MORI is an equal opportunities employer. We recognise that everybody is different and strive to harness those differences to create an inclusive environment where individuals feel valued, their talents are recognised and they are given every opportunity to develop their full potential.

Should you have the skills and experience required for this role please click on ‘Apply’ below to submit your CV and covering letter. Applicants must have the right to work in the UK.