Senior, Mid Level & Junior Data Scientist
Manchester, UK

Manchester Airports Group

- Help create and own the customer data and insights plan for the Group
- Key role in a brand new digital business
- Competitive basic plus benefits, based on the Manchester Airport site

The MAGO Senior Data Scientist is a key component in the Manchester Airports Group transition to a customer centric organisation and a digital division driven by customer understanding. Through the development of univariate and multivariate data analysis and modelling based upon existing and new big data sets, we will develop advanced and actionable customer insights to increase the efficiency of our marketing and ecommerce, increasing customer lifetime value and improving customer experience.

MAG has recently begun a digital transformation journey and has established MAG-O as a separate disruptor business. This new division will operate as a tech start-up experimenting and rapidly deliver new digital experiences for our customers. Based in a contemporary environment near to Manchester airport, MAG-O is all about ‘the art of what is possible’. The MAG-O business will drive multi-platform digital transformation by developing new omni-channel retail and reservation lines of business across our 4 airports.

The Role:

- To shape and develop a data analytics brief from a business or customer problem using knowledge from working within strategic, customer development or marketing teams
- Organise and manipulate big data across many sources to shape the underlying information required to address complex problems
- Utilise univariate and multivariate data exploration to develop statistical analysis within tools such as SAS, SPSS, R or similar plus in the future anticipated modelling within artificial intelligence tools such as Salesforce Einstein
- Manage raw data effectively: importing, cleansing, transforming and organising for onward analytical purposes
- Collaborate with MAGO data administration and data quality personnel to ensure data is stored securely, and is robust both in terms of architecture, completeness and quality
- Ensure that all data acquisitions, matches and analyses are handled properly as data security is paramount
- Creating networks with similar teams outside of MAG and ensuring MAGO are at the forefront of new technical solutions and approaches
You:

- Strong set of insight skills and significant and proven first-hand experience with a range of qualitative and quantitative analytical techniques in a commercial environment
- Ability to draw insights from data and communicate them in a compelling way to a “lay” audience
- Strong background in customer insight, digital marketing, market research and/or behavioural economics or other relevant sciences
- Excellent project management and thought leadership skills; strong collaboration/teamwork skills; a problem-solver with a results-orientation
- Degree preferable
- Strong communication skills and high degree of comfort with influencing and communicating a point of view to senior team members
- Significant experience in a fast paced client-oriented environment. The ideal candidate will have a combination of client-side, consultant, and/or agency experiences
- Deep experience applying cutting edge qualitative and quantitative market research techniques to a variety of insight issues
- Experience of developing and delivering best of breed insight strategies

What we Offer

MAG offers a very competitive negotiable salary from £45k+, plus pension + bonus + parking and corporate benefits. This is a growing start-up environment supported by one of the North West’s most iconic businesses. We can offer unparalleled career and development opportunities and the opportunity to make a real different as we continue to grow

…please apply today.