

## EXCITING CAREER OPPORTUNITIES

The Standard Group PLC is a leading multi-media organization with investments in media platforms spanning newspaper print operations, television, radio broadcasting, digital and online services. Our various media platforms include: The Standard Newspaper, KTN, KTN News, KTN Burudani, Farmers T.V, Radio Maisha, Vybez Radio, Spice FM, The Nairobiian Weekly Newspaper and Standard Digital. As part of strengthening our operations, we are looking for an ambitious and analytical professional to join the **Digital** team in the following capacity;

### DATA SCIENTIST

#### OVERALL PURPOSE OF THE JOB

Support product, sales, leadership and marketing teams with insights gained from analyzing company and external data.

#### JOB RESPONSIBILITIES

Reporting to the Data Manager, the incumbent will have the following responsibilities. To:

- Pursue the implementation of an operational and analytical dashboard for decision-makers;
- Mine and analyse data from company databases as well as external data to drive optimization and improvement of product development, marketing techniques and business strategies;
- Assess the effectiveness and accuracy of new data sources and data gathering techniques;
- Develop custom data models and algorithms to apply to data sets as well as use of predictive modelling to increase and optimize customer experiences, revenue generation, ad targeting and other business outcomes;
- Assist the data manager in generating reports for management decision making;
- Support the data manager in implementing company wide data strategy;
- Train other team members on the use of data for content and decision making;
- Any other duties as may be assigned.

#### QUALIFICATIONS AND EXPERIENCE:

- Bachelor's Degree in Computer Science, Business, Computer Engineering, ICT or related field.
- Relevant professional qualification where applicable.
- 3- 5 years relevant experience.

#### SKILLS AND OTHER ATTRIBUTES:

- Proficiency in use of statistical computer languages R, Python
- Ability use modern reporting tools including live dashboards such as Tableau, google studio etc
- Ability to collect, process, analyze and generate insights for decision making.
- Excellent at the mining and use of analytics including google analytics
- Ability to decipher and organize large amounts of data
- Excellent written and verbal communication skills
- Strong aptitude for technology
- Creative problem solving skills
- A drive to learn and master new technologies

If you possess the above qualifications and have the drive to meet the challenges, visit our website [www.standardmedia.co.ke/recruitment](http://www.standardmedia.co.ke/recruitment) to browse through the current openings/vacancies and apply not later than **15<sup>th</sup> January 2021**.

The Standard Group is an equal opportunity employer and as such, canvassing of any form will lead to automatic disqualification.

**Please note that ONLY shortlisted candidates will be contacted.  
WE DO NOT CHARGE ANY FEES FOR THE RECRUITMENT PROCESS**