

Job Description

Job title: Head of Data Science

Reports to: Joint Managing Director

Job summary

The role is the company's lead in the areas of analytics of survey data and big data (client or public domain) and you will be responsible for the development of our strategy, capabilities (internal and external) and offering in this area. You will work with the Business Development (BD) team to market our data sciences offering as well as with colleagues on the analysis of social media listening (SML) data. You will also work on data analysis deliverables.

Key accountabilities

1. Promote our data sciences offering to clients (30% of time)

- Work in tandem with BD/marketing to:
 - Actively promote and sell-in data science capabilities, including presenting at industry events and authoring blogs and white papers
 - Help prepare marketing collateral for our data science offer
 - Support proposal writing and be on call to discuss and explain methods used, findings, using audience – appropriate language
 - Seek out opportunities for selling analytics capabilities to clients as stand-alone or bolt-ons to existing work

2. Broadening analytics offer (30%)

- Develop the company's data science strategy including the overall direction, SWOT, staffing, investment required, with marketing implications.
 - Keep up to date with developments and trends in the field of data science
 - Make recommendations to the Managing Directors in order to deliver a data science capability such as staff skills required, software purchases, recruitment and budgets
 - Seek out, assess, implement new analytics tools and/or suppliers (If and when appropriate, develop new tools and processes for data analysis)
 - Recruit and manage our data science team
- Liaising with innovation steering group to ensure joined-up working between data science and development teams
- Deliver appropriate internal training and development for research team

3. Project-based data analytics (40%)

- To lead design and implementation of data analytics:
 - Assisting colleagues pitching for work by identifying research (business) requirements which could be addressed via data science and suggest appropriate techniques
 - Advise colleagues on the research requirements of any analytics (e.g. sample sizes)

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- Actively seek out clients' data and/or data in the public domain to enhance our analysis and reporting
- Identify emerging techniques which should be added to our data science offer and if applicable locate/ manage suppliers
- Work on data analytics and translate this into effective client deliverables

What we are looking for in this role

We are looking for people who are passionate, enthusiastic and have a pride in their work.

The ideal candidate will be educated to degree and/or postgraduate level in a relevant subject and will have a minimum of two-three years' experience in a similar role.

You must be able to demonstrate advanced knowledge of the application of statistics to survey data, and have direct experience of designing, implementing, and analysing data from advanced techniques such as Segmentation, Conjoint, Max-Diff, Text Analytics, etc. You will have excellent presentation and communication skills and have the ability to interface with all levels of the organisation as well as be able to represent Breaking Blue at industry and client events. Experience of managing staff is also a prerequisite. You will be a self-starter willing to champion analytics to clients and drive it through the business as well as have a commitment to continual professional development and developing new analytical approaches.

Software prerequisites are: Hands on experience with either SPSS or R, advanced Excel

Highly advantageous: Experience with Sawtooth, Latent Gold, Q or other specialised tools for market research analytics.

Working for Breaking Blue

You'll be joining a team working for some of the world's biggest brands. Clients tell us we provide confidence and clarity in the face of complexity. We love to get to the nub of seemingly intractable questions and show what's really happening. But what really inspires us is seeing the fruits of our research making a tangible difference for our clients.

With around 40 energetic and enthusiastic employees at our London, Glasgow and Manchester offices, we generate over £6million's worth of business per annum with an exciting range of UK and international clients. Much of our work is overseas, so if you have a second language there's a good chance you'll get to use it.

Training and development is vitally important to us. We win awards for it! We are an accredited centre for the MRS certificate and run numerous in house training and sharing sessions as well as providing on the job training to ensure you learn, grow and do a great job for our clients.

We are part of a group of companies owned by Cello Group PLC (<http://www.cellogroup.co.uk>).

We maintain close relations with our fellow Cello partners and there are opportunities for collaboration, secondments, even jobs, as well as gaining a wider knowledge of all aspects of strategic marketing.