



Example of Data Platform Job Description

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Our growing company is hiring for a data platform. We appreciate you taking the time to review the list of qualifications and to apply for the position. If you don't fill all of the qualifications, you may still be considered depending on your level of experience.

Responsibilities for data platform

- Develop strategies and action plans for DMP solutions enhancement, expansion of use cases and audience capabilities
- Vendor management of DMP provider and partner with other internal and agency teams to execute programs on time and within budget
- Operationalize the DMP throughout the organization and provide thought leadership among stakeholders and business units to drive innovation and continued support and investment in marketing technology
- Develop and maintain reporting of programs and audience data in partnership with the Integrated Marketing and Client Insights teams
- Manage day to day relationship with DMP (Data Management Platform)
- Manage day to day client relationships focused on data
- Act as resource to demonstrate agency knowledge of digital strategies
- Prepare data strategy presentation and drive integration in media plan focused on audience details
- Integrate with the Media Planning team to make data management a central tool for smarter planning
- Lead weekly media meetings with clients/internal teams and providing insight into audience insights and results

Qualifications for data platform

- Track record of product innovation and setting and executing on product

- Extensive experience developing data infrastructure and tools and familiarity with state-of-the-art, large-scale data warehouses and data processing technologies
- Track record of effective collaboration on complex projects involving cross-functional partners with very diverse backgrounds
- Strong background in machine learning and data analysis techniques
- Some background in biology or health sciences a strong positive
- Experience working with the Google Cloud and code base a strong positive