



## Marketing Data Scientist- Intelligent Customer Interactions: Job Posting 26977BR

### **Position Overview/Description:**

Ford Motor Company's Global Data, Insight, and Analytics (GDIA) organization is looking for motivated and talented individuals with a background in Data and Analytics to work on personalized marketing and customer engagement analytics problems. This is a dynamic and challenging opportunity to apply the latest tools and methods in Big Data and Data Science to a variety of business problems at Ford.

### **Responsibilities:**

In this role, you will collaborate with partners in CRM and digital marketing, warranty and quality, financial and customer services, mobility and app development, and other Ford activities to define problems, identify data, establish predictive and prescriptive models, and deliver optimal solutions across the entire range of interactions between Ford and its existing and potential customer base.

You will have the opportunity to work with some of the brightest global subject matter experts that are transforming the automobile industry.

### **Job Requirements**

#### **Basic Qualifications:**

- Bachelor's degree
- 2+ years of experience in one or more of the following statistical / analytic languages: SAS, R, Python, MATLAB
- 2+ years of experience in one or more of the following: database query and management tools (SQL, Alteryx, Teradata QlikView etc.)

#### **Preferred Qualifications:**

Master's Degree or PhD. Degree

Ability to perform day-to-day ETL tasks such as Data gathering/Data Cleaning/ Wrangling / Programming/ Analysis/

Strong knowledge of statistics and/or marketing analytics

Ability to do statistical analyses with minimum guidance including descriptive and inferential techniques

Expertise in a quantitative research field such as: Statistics, Econometrics, Biostatistics, Operations Research, Public Policy Analysis, Behavioral Economics, Experimental Psychology, Computer Science

Ability to take non-technical business problems and formulate methods and hypothesis to create metrics and provide well researched answers

Understanding of business management/financial analysis

Familiarity with customer/marketing analytics techniques such as Customer Segmentation, A/B testing, Market Basket Analysis, Choice Modeling, etc.

The distance between imagination and ... creation. It can be measured in years of innovation, or in moments of brilliance. When you join the Ford team discover all the benefits, rewards and development opportunities you'd expect from a diverse global leader. You'll become part of a team that is already leading the way, with ingenious solutions and attainable products – and it is always ready to go further.

Candidates for positions with Ford Motor Company must be legally authorized to work in the United States on a permanent basis. Verification of employment eligibility will be required at the time of hire. Visa sponsorship is not available for this position, TN visa holders may be considered.

Ford Motor Company is an equal opportunity employer committed to a culturally diverse workforce. All qualified applicants will receive consideration for employment without regard to race, religion, color, age, sex, national origin, sexual orientation, gender identity, disability status or protected veteran status.