Warner Music Group is home to a collection of the best-known record labels in the music industry including Asylum, Atlantic, Big Beat, Canvasback, East West, Elektra, Erato, FFRR, Fueled by Ramen, Nonesuch, Parlophone, Reprise, Rhino, Roadrunner, Sire, Warner Bros., Warner Classics, and Warner Music Nashville; Warner/Chappell Music, one of the world's leading music publishers, with a catalog of more than one million copyrights worldwide.

Job Title: VP Audience Data Science

Reporting To: Senior Vice President of Data Science

Location: NYC, USA

A little bit about our team:
The Data Science department works to influence WMG's strategy and optimize immediate and long-term operations through data and insights. This position sits at WMG's NYC office, working within the Global Data Organization, WMG affiliates/labels, WMG international teams, and WMG Business Development to understand & curate the trends, patterns & dynamics – *the audiences & listening behaviors* – for WMG's music. This person in this role will be WMG's *expert* in data science for Audience, will help create a deep institutional understanding for how our fan segments interact with and explore our music. The person in this role will:

- Help to establish best practices for curating and encouraging resonant consumption of WMG's catalog repertoire & breaking hits;
- Gauge the impact of marketing initiatives and campaigns upon audience segments; be the subject matter guide to understanding listener behavior;
- Shape music content creation and delivery from a nuanced and sophisticated understanding of how, where, and when people listen to music given modern delivery and consumption of media.

Why this could be your next big break:
Data is the lifeblood of today's record business, and in this role you'll get a chance to apply your creativity and problem-solving skills to data to help our labels and artists connect with, create & cultivate fans. The R+A team works closely with labels across the globe, you will have the opportunity to see and influence the decision-making of an international record label. We're a collaborative team that loves learning new things, sharing ideas, thinking about *and defining* the future of the music industry. We'll help lead our company there.

Here you'll get to:
- Develop new forecasting and prediction tools based on concatenation and compilation of audience segmentation data and a dictionary of audience-to-content insight.
- Establish survey, stratification & vendor data ingestion best practices; guide analysis into action and results.
- Create panel and longitudinal data sources for inference between audience characteristics and short-&-long-term listening behaviors.

- Develop new hypothesis testing and decision making for real time assessment of audience viewing patterns and performance of music delivery streams.
- Interact with data engineering teams to codify data needs.
- Help Create a stable and persistent audience/population platform.

Rockstar candidates will possess:
- Doctoral degree with 3-5 years of work experience or commensurate in Sociology, Psychology, Computational Sociology, (Computational) Political Science, Survey Research, Statistics, Quantitative Finance, Economics, Mathematics or similar.
- Proficiency in several R, Python, SQL, Stan, Julia, BUGS, etc.
- A results-oriented mind-set with strong analytical skills and problem-solving ability.
- Strong interpersonal skills and ability to communicate clearly and effectively (orally and in writing).
- Strong organizational skills with ability to work on multiple projects.
- Competence at transitioning and enhancing descriptive analytic work to predictive forecasting tools and understanding.

It would be music to our ears if you also had:
- Hands-on experience directing survey research, socioeconomic data science teams.
- Hands-on experience with data fusion, probabilistic joins for first party data to third party data, augmenting customer profiles with aggregate trait and behavior covariates.
- Automated audience segmentation and targeting, lookalike/propensity/model-based projection from audience strata to population.

Why join us?
Warner Music Group is all about our people. We are one global company made up of the most knowledgeable, passionate, and creative people in our business.

It is the mission of every member of the WMG team around the world to create a nurturing environment for artists, songwriters, and the *people* behind the music, every stage of their career. We strive to set WMG apart from the rest of the industry by embracing a philosophy of innovation that is part of our company's DNA.

Consider a career at WMG and be a part of one of the biggest forces in music today.

Love this job and want to apply?
Please send an email with your cv and expected salary to kobi.abayomi@wmg.com

Don't be discouraged if you don't hear from us right away. We're taking our time to review all resumes, and to find the best people for WMG.

Thanks for your interest in working for Warner Music Group. We love it here; we think you will too.

Warner Music Group is an equal opportunity employer. We enthusiastically accept our responsibility to make employment decisions without regard to race, religious creed, color, age, sex, sexual orientation, gender, gender identity, gender expression, national origin, ancestry, marital status, medical condition as defined by state law (genetic characteristics or cancer), physical or mental disability, military service or veteran status, pregnancy, childbirth and related medical conditions, genetic information or any other classification protected by applicable federal, state or local laws or ordinances.