Job Description: The Data Science Co-op will help GAF develop greater insights around customer behavior and market conditions for all facets of its business. The Co-op will work with the data scientist to develop predictive models and visualizations that inform GAF’s go to market programs and direct marketing campaigns. The position will also work across functional departments to understand the various data sources and data structures in the course of performing her duties. The position will also recommend improvements to methods of using data and analytics techniques for measuring marketing campaigns productivity and results. The Data Science Co-op will assist in the investment review of new platforms, apps, and solutions with a particular eye on the data structures and the integration of new technologies into existing platforms.

Primary Responsibilities:

- **Develop Data Science Solutions to Optimize Marketing Campaigns:**
  
  o Co-engineer and be responsible for advanced segmentation models (i.e., clustering, classification, other) that improve targeting of marketing campaigns.
  o Work in an administrative role with IT to integrate advanced segmentation models as solutions in platform systems (i.e., Marketing Automation and CRM).
  o Co-engineer and be responsible for digital and social media analytics using multivariate models and Google Analytics.
  o Work in an administrative role with IT to facilitate a leads management program with integration between Marketing Automation and CRM platforms.
  o Co-engineer and be responsible for email suppression models to Minimize subscriber opt-outs (i.e., predict opt-out).
  o Work in an administrative role with IT to integrate email suppression models as a solution in Marketing Automation platform.
  o Co-develop campaign/customer trends and insight visualizations using Tableau.

- **Market Data**
  o Co-engineer data acquisition strategies to meet aforementioned modeling requirements.
• Help develop map of marketing and sales data sources and assure that these sources are optimized to work together.
• Work in an administrative role with IT to warehouse targeted data feeds (i.e., public and proprietary databases, social, and web).
• Work in an administrative role with IT to integrate 3rd Party data from existing marketing vendors, apps and others and include data in appropriate reporting.
• Co-engineer and be responsible for industry forecasting models.

- Corporate Program Support:
  • Work with the BI team and other departments to optimize and enhance GAF data structures related to marketing data science.
  • Work in an administrative role with IT to ensure that market data is always available, reliable and clean.
  • Perform ad-hoc duties as may be assigned.

Qualifications:

Level Based Competencies:

- Building Strategic Working Relationships
- Business Acumen associated with Value Chains
- Excellent written and verbal communication skills
- Data Science and Analytics Domain Knowledge
- Able to multi-task and has ability to work cross-functionally

Technical skills:

- ITIL Foundation Study (Certification preferred)
- Basic knowledge of MuleSoft
- Basic knowledge of Microsoft Dynamics
- Basic knowledge of Oracle Eloqua and Compendium
- Basic knowledge of SQL
- Basic knowledge of Microsoft Project and Visio
- Basic knowledge of Digital Asset Management and Content Management
- Basic experience with large data sets and databases
- Intermediate proficiency with Statistics
- Intermediate proficiency with R
General knowledge/skills (entry, intermediate, advanced):

- Basic ability to present complex information in simple terms
- Basic ability to draft queries of databases
- Entry market knowledge of residential and commercial construction industry
- Entry financial statement analysis
- Intermediate project management skills

Education/Experience:

- Work towards Bachelors of Science in Data Analytics or Computer Science or Statistics

Application Instructions: Please apply at [www.gaf.com/careers](http://www.gaf.com/careers)

About the Organization:

Looking to build upon your learning and apply your education through an exciting summer opportunity with a $3 billion leader in the building materials industry? Then GAF's Summer Internship Program is for you! GAF products have been designed and made for more than 125 years by talent and innovation emanating from the minds of its employees. All 3,200 of us are champions of our values, some of which include innovation, safety, quality, and integrity, and we work for a company that rewards us for it. That’s why we’ve grown into North America's leading roofing manufacturer! Come build your future as we build the American dream- one roof at a time.