

Amsterdam, Netherlands

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Details

- Published March 2, 2015
- Field of expertise Analytics, Analytics
- Location Amsterdam, Netherlands

Booking.com BV (the company behind Booking.com™, the market leading online hotel reservation service in the world) and/or its various support companies throughout the world are looking for people to support the business in the fast-growing hotel markets.

Booking.com UK is looking for a experienced **Research Data Scientist** to join our dynamic, pleasant and international work environment in Cambridge. You will be part of the small Booking.com Web Marketing team that are responsible for one of the largest global online advertising accounts.

Within Booking.com, data drives all our decisions. You will use analytical rigour to mine the data and find opportunities for improvements to the millions of advertisements we show customers on search engines, driving transactional growth and promoting the brand online. This is more than just data crunching and involves interacting with the wider Marketing team, other departments and the global search engines. You are based in Cambridge, but will also frequently travel to head office in Amsterdam.

This is an excellent opportunity for a gifted, analytically minded individual to progress in online search marketing. If you love driving ideas from conception through to fruition; one of the great parts of this job is being able to test your ideas and prove whether they work or not.

Responsibilities & Duties:

- Carry out research, data mining and experimentation, to improve the companies understanding of paid click advertising.
- Help to implement the paid search marketing activities
- Assist with paid search marketing/pay-per-click advertising
- Bid management
- Analysis of campaigns
- Help to identify and develop new opportunities
- Pro-actively manage paid search-marketing activities working within the agreed budgets/targets.

Ideal Candidate & Desired Competencies:

The ideal candidate will be a self-motivated, analytical individual possessing the following key skills:

- Experienced researcher into online marketing questions. Such as how do you optimise budget allocation?
- Experienced Statistical modeller
- Strong understanding of statistics and how to apply them to online marketing.
- Enjoy analysing datasets to make decisions
- Possess strong quantitative and analytical skills

- Results & delivery focused
- Be a good communicator

Required Experience, Knowledge & Qualifications:

- Fluent in English. (*Multi-lingual beneficial but not required*)
- Educated to at least a Masters (Research i.e. MPhil) level but preferably Doctorate in Statistics, Machine Learning or similar discipline.
- Strong understanding of how to value the marketing spends, including experience building and testing attribution models.
- Strong analytical background.
- Experienced programmer (R, python, Perl preferred but any experience considered so long as willing to learn new languages)
- International travel required

Salary: GBP 35,000 - GBP 50,000

Closing Date: 5th March 2015

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