

FARM JOURNAL

Director of Data Products

Department: Data & Research

Location: Chicago, IL

Reports to: Division President, Data & Research

POSITION DESCRIPTION

Farm Journal is seeking a **Director of Data Products** to oversee development of a front-end for our ag intelligence database. This person will work with clients to prioritize and value features, will select and manage the UX and front-end development teams, develop go-to-market and operations plans and plan future phases of this data products suite.

Essential Duties and Responsibilities

These duties include, but are not limited to, the following: (Other duties may be assigned.)

- Oversee development Farm Journal's data product set – specifically a client interface and an API.
- Ownership of a 360-degree view of our customer needs, our data and how to best deliver on our customer need to extract the most value possible from our data.
- Work with existing and potential customers to determine data and insights needs
 - From that identify critical data Farm Journal lacks and recommend approach for how we would acquire each data type.
 - Describe how that data would have to be transformed, enhanced and productized/delivered and priced.
 - Coordinate data governance/acquisition requirements with data product/service development plans to generate immediate value for clients
- Develop and execute the 18-24-month FJ data product/service roadmap including but not limited to proposed product name, product features, target audience, positioning, pricing and go-to-market strategy
- Prototype data/reports interfaces that we could sell to clients. Get feedback from clients.
- Develop business plans:
 - Revenue: Product, pricing, customers.
 - Expenses: Staffing, sales/marketing, data licensing, digital development, storage, maintenance.
- Keep an eye on our emerging consulting and proprietary research business and scale those projects into syndicated data products.
- Provide requirements as needed to our technology teams and vendors.

Preferred Skills/Professional Experience

These qualifications include, but are not limited to, the following:

- A data and data visualization thought leader.

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- Forward-thinking person who can sift through our databases, understand relationships, visualize marketing potential and communicate the opportunities with our clients.
- A background in agriculture and research.
- Deep knowledge of large agriculture data sets – weather, commodities, markets, geospatial datasets, etc.
- Familiarity with big data structures / cloud data structures.

For more [information](#) or questions on any Farm Journal job postings, please contact:

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