

Engineering Lead - Data

Technology

Reports to:	Position Level:	Direct Reports:	Location:	Job Code:
Head of AI & Data	People Leadership Group	Yes	Auckland / Wellington	TMB6.2

Who is Trade Me?

Trade Me delivers value to Aotearoa through helping Kiwi create the life they want, whether that's finding a property, vehicle, career or new and used goods. Our vision is to be the place "where Kiwi look first".

Our Values:



Customer Aroha



No 'I' in Trade Me



Don't be a dick



Hunger like Ed

Why this role is important to us:

Data is the substrate that powers everything we want to do in AI and analytics at Trade Me. The way we architect, transport, transform and serve data shapes how well we understand our customers and how quickly we can build the services millions of Kiwi depend on.

As the Engineering Lead, Data, you're the accountable leader for the Data Platform squad. You hold the day-to-day technical bar, grow the engineers, and own delivery of the platform behind Snowflake AI, conversational search, personalisation, and the data products and analytics the wider business runs on.

You lead the squad in partnership with two principals: the Principal Engineer, Data, who brings the deep technical view and the long-run architecture, and the Principal Product Owner, Data, who brings the stakeholder and customer view and the longer horizon. You make sure the squad delivers with both

perspectives in mind, and you're the bridge to the rest of the business, explaining what the squad builds and the value it creates to technical and non-technical audiences alike.

You'll be leading a highly motivated, well-established squad on a modern stack. This isn't a migration or a rebuild, so your energy goes into what comes next: pushing what AI-first means for how Trade Me works with data. You'll have a lot of room to shape that.

What you'll do:

People & Squad Leadership

- Line manage the engineers in the Data Platform squad: performance, growth, career conversations and hiring.
- Own how the squad operates: ways of working, ceremonies, team health and psychological safety.
- Coach your engineers technically and on their careers, and find work in the roadmap that lines up business priorities with where they want to grow.
- Build and foster a diverse, inclusive squad culture that lives the Trade Me values.

Technical Leadership

- Hold the day-to-day technical bar: patterns, tooling, coding standards and review culture. You're actively in the code, reviewing designs and pull requests, and setting what good looks like through automated testing, continuous delivery and observability. Hands-on enough to step in where there's a gap, though the default is leading the work rather than doing it.
- Lead across both sides of the platform. Our architecture is extract and load first, then transform in the warehouse with dbt: raw and staging on the data engineering side, SQL-first dimensional modelling and semantic views on the analytics engineering side.
- Bring an AI-first lens to what the platform enables. Put Snowflake's AI capabilities (CoWork, Coco) to work so the business can answer its own questions through self-service, and uphold the standard for AI-assisted development in the squad (currently Claude Code).
- Be a strong voice in architectural decisions across the stack, from ingestion and transformation through to the semantic layer, observability and cost, shaping those calls with the Principal Engineer, Data.
- Identify and address technical debt with the right balance of pragmatism and rigour, and support the technical relationship with our key data vendors (Snowflake, dbt Labs).

Delivery Accountability

- Own end-to-end delivery of the squad's roadmap: what the squad commits to each sprint and quarter, and whether it lands. Predictable delivery, and honest signals early when something is at risk.
- Plan alongside the Principal Product Owner, Data and the Principal Engineer, Data, so quarterly commitments reflect both the longer horizon and the architecture we're building toward.
- Keep cross-team dependencies moving: sequence asks against capacity and drive them through to done.
- Build strong relationships with the teams producing and consuming our data, and work with the verticals and partner functions across Technology to land the work that matters most.
- Lead incident response for the squad and improve how we prevent and learn from incidents.

Data & AI Leadership

- Sit on the Data & AI leadership team and contribute to the Data & AI strategy and the data platform planning that sits under it.
- Bring the data platform perspective into technical decisions beyond the squad, working with Data Science, Platforms, Security and Architecture.

What you'll bring with you

Critical Competencies

- Deep technical credibility. You've operated as a senior or principal data engineer and can hold your own in any design or code conversation.
- Very strong people leadership: a track record of leading teams, growing engineers and building culture, with genuine energy for developing the people around you.
- A strong AI lens on modern data practice. You know where AI changes how data platforms are built, and you're curious enough about agentic coding (Claude) and Snowflake's AI capabilities to turn them into faster delivery and real self-service.
- Self-driven, with high agency and strong judgement on when to dive deep, when to delegate and when to escalate.
- Results-oriented, with a track record of shipping in fast-moving environments.
- An outstanding communicator who explains complex technical concepts simply, adapts the message for engineers, product partners and executives, and builds trusted relationships across functions.

Experience

- 10+ years in data engineering or closely related roles, with material time as a senior or principal contributor.
- Strong people leadership experience: managing and growing engineering teams, including performance, progression and difficult conversations.
- Strong grounding in data foundations: building and operating pipelines, and modelling data from source through to consumption. Strong proficiency in Python and SQL.
- Deep experience with dbt, SQL-first transformation and dimensional modelling, and with building out an analytics engineering practice.
- Strong hands-on experience with Snowflake, including its AI and semantic-layer capabilities and modern AI/ML integration patterns.
- Comfortable across cloud data tooling and orchestration (AWS / GCP, Airflow / Prefect), defined and deployed as code (Terraform), with the operational discipline that keeps pipelines reliable.
- Experience working in a full agile framework and applying lean engineering principles.