

Associate Director

Department: Omnibus
Location: 50 Featherstone Street, EC1Y 8RT, Central London
Reports To: Head of Omnibus
Hours: Full Time (37.5hrs)

Overall Objectives

- To maintain, service and take responsibility for the existing client base, and to manage key client relationships
- To assist in the development of new business
- To respond to briefs and project work and to deliver the work (with support as required from the team)
- To manage research projects through the business

Key Responsibilities

- Sales and promotion
 - To agree targets, both financial and organisational, with the Products Head and deliver these targets to the team
 - To assist the team head in their sales and marketing activities
- Project costing and financial management
 - To assist the Products Head in the monitoring of the financial performance of the group's projects and to provide advice and guidance when projects seem likely to go over budget
 - To directly manage the cost control of projects for which you have direct responsibility
- Client liaison
 - To negotiate with clients and collaborators changes in a study's design, costs and timetable
 - To advise and direct on all aspects of client/collaborator liaison and take the lead in potentially problematic situations
 - To advise clients on new projects and build relationships with collaborators
 - To network effectively with potential clients through various means of opportunities such as conferences, industry groups or other events
- Proposal writing
 - To assist in critically assessing research specifications for potential worth to YouGov and determine feasibility of projects bearing in mind staff and interviewing resources
 - To support the preparation of proposals for clients, in some cases taking the lead role
- Subject knowledge
 - To advise others on commercial/policy/subject issues and how they affect research design and a client's business
 - To assist and work with the products Head on issues in the sector which present YouGov with new business opportunities
- Key research skills
 - Sample design
 - To be familiar with key sample design issues including response rates and effect of non-response, booster samples, effective sample sizes, impact of design on potential analysis
 - To be able to specify a sample design to meet the aims of complex research specifications
 - Questionnaire design

- To possess a thorough understanding of different data collection approaches and instruments
- To be able to advise and direct others on all aspects of questionnaire design
- Survey implementation
- Data analysis
 - To have a good understanding of design effects, statistical techniques and how sampling and weighting issues affect analysis
- Presentation and report writing
 - To prepare and deliver presentations of YouGov work, which provide the clients with the insight and data which they require
 - To write reports for a variety of audiences, and clearly explain complex analysis, make good use of reference to other research and draw out implications for clients
 - To help prepare and deliver presentations that represent the company externally
- Project management
 - To ensure that projects for which you have direct responsibility are managed efficiently from both a time and cost point of view
 - To advise and direct other project team members on the organisation of projects, set timetables and monitor progress
 - To assist the Products Head with the monitoring of all projects in the group and provide advice when required
 - To ensure all reporting and management requests are accurate and delivered on time
- Staff management
 - To line manage members of staff, that is, being responsible for their career development, conducting appraisals, co-ordinating training, and dealing with administrative matters, such as leave and expenses
 - To assist the Products Head with decisions about staffing and the organisation of recruitment
- Organisational management
 - To assist the team head in ensuring the team implements company policies and practices
- To ensure client satisfaction and to represent YouGov Plc in a professional and ethical manner at all times. To ensure queries not relevant to the department are passed on to the relevant contact or department promptly.
- To protect YouGov Plc in all client relationships and act with integrity at all times.
- To operate with a strong commercial awareness in order to minimise exposure and ensure quality business is being generated and retained.

Skills Required

- Excellent interpersonal skills
- Strong initiative, negotiation and influencing skills
- Problem-solving, analytical and numerical skills
- Proactive account management
- Good business and commercial acumen
- Ability to deliver results, meet deadlines and manage time effectively
- Excellent client focus and handling skills
- Excellent written, oral and electronic communication skills

Personal Attributes

- Self-discipline
- Self motivation
- Positive attitude
- Excellent organisational skills
- Excellent written, oral and electronic communication skills
- Professional attitude

Experience Required

- Experience of day-to-day running MR projects (including client contact survey design and report writing) (Omnibus experience preferred)
- Experience of online market research
- Relevant sector knowledge (for the team)
- Strong line management skills
- Strong depth and breadth of primary research, across methods and sectors

Education and Qualifications

- Educated up to degree / HND level in a relevant subject
- Strong SPSS, PowerPoint and Excel skills
- Fluent written and spoken English

This is not an exhaustive list, and you will be expected to be flexible in your approach to carrying out your duties, that may change from time to time to reflect changes in the Company's circumstances. This will include providing cover for colleagues as required. The Company therefore reserves the right to vary the job description in consultation with you.

All YouGov plc employees are expected to comply with the Company's policies, rules and procedures as outlined in the handbook, health and safety manual and all other publications.

Please send your CV and covering letter to saqi.sheikh@yougov.com