

Research Executive - BrandIndex

Sector: BrandIndex
Location: 50 Featherstone Street, EC1Y 8RT, Central London
Hours: Full Time (37.5hrs)

Overall Objective

- To focus on BrandIndex account retention and growth for the UK hub
- To ensure client satisfaction on all BrandIndex projects
- This role involves maintaining, servicing and taking personal responsibility for an existing client base of 50+ clients, and to jointly manage client relationships with limited supervision
- To effectively work with clients in order to develop an understanding of their business and research objectives and to appropriately apply BrandIndex where relevant
- To support the BrandIndex team with general administrative duties

Key Responsibilities

- Sales and promotion
 - To assist in the delivery of renewal targets as agreed by BrandIndex UK Director
 - To grow existing business and attract new business by creating interesting, relevant and professional decks/presentations
 - To assist the team in their sales, client service and marketing activities
- Subject knowledge
 - To have a real interest and a degree of knowledge of sector and / or research matters gained through engagement with the industry or sector and the monitoring of news, developments, information, journals, magazines etc.
- Project management
 - To possess the ability to efficiently and effectively coordinate different deliverables for prospects and clients
 - To jointly set timetables, monitor progress and suggest appropriate actions when timetabling problems arise
 - To assist the BrandIndex team with the general monitoring of BrandIndex business
- Client liaison
 - To be able to liaise effectively with clients and collaborators and also be a main contact for day-to-day aspects of a clients' account
 - To pro-actively approach clients with relevant deliverables
 - To respond to client requests in a timely fashion
 - To advise clients on the best solutions to their projects which generate growth for BrandIndex/YouGov with support from BrandIndex UK Director and Research Manager
- Presentation and report writing
 - To be able, with guidance, to produce a report or presentations that provide real value for clients
 - To deliver face-to-face presentations/training sessions where the opportunity presents itself, with support from the BrandIndex team
- Project costing and financial management
 - To have a good understanding of how different project components are costed
 - To do costing for small-medium sized projects with guidance
 - To maintain account records and deal with administrative matters such as keeping NetSuite updated
- Data analysis
 - To possess a strong understanding of design effects, and how sampling and weighting issues effect analysis
 - To be capable of line managing a direct report up to SRE level
- To continuously strive to ensure 100% client satisfaction and also to represent YouGov plc in a professional and ethical manner at all times. To ensure queries which 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

- To ensure all reporting and management requests are handled accurately and delivered on time

Skills required

- Excellent interpersonal skills
- Strong initiative, negotiation and influencing skills
- Solid problem solving, analytical and numerical skills
- Proactive account management
- Must possess a developing understanding of business/marketplace
- Strong commercial acumen
- Ability to deliver results, meet deadlines and manage time effectively & with minimum guidance
- Must have excellent client focus and handling skills

Personal attributes

- Self-disciplined
- Self-motivated
- Positive attitude
- Excellent organisational skills
- Professional attitude

Experience required

- Experience in Market Research
- Commercial experience – developing business, managing accounts
- Wide knowledge or interest in UK markets and sectors

Education and qualifications

- Educated up to degree level in a relevant subject
- Excel & PowerPoint 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.