

## **Business Development Manager – Media agencies**

At YouGov we are proud of our diverse, fearless and entrepreneurial nature.

We don't just ask the questions – we are far more nosy than that! We want the deeper insights, we want to know what people are thinking and doing, all over the world, all of the time – how do they think? What is motivating them? What are the stimulants? Where is the energy?

This is the mission that drives our business - we want to know 'What the World Thinks'.

We are currently seeking to recruit a **Business Development Manager specialising in dealing within the Media agencies sector** to drive and generate additional revenue and sales, working from our London office and driving growth with new and existing accounts. You will be a part of the YouGov UK sales team and partner with the relevant researcher teams to identify quality new business and generate sales.

You will be responsible for:

- Sales Activities
  - Prioritising opportunities, achieving pre-determined monthly/quarterly sales targets, aligning sales efforts with strategic corporate goals.
  - Manage leads from qualifying, through scoping and engagement to closure.
  - In the case of an existing client account, partner with researchers to develop and close new business.
  - Meet or exceed all pre-defined accountabilities, metrics, and goals without exception.
- Account strategy
  - Fully understand client needs, translating needs into requirements, proposing and developing new service solutions.
  - Be the initial primary point of contact for the overall account relationship and strategy
  - Work with research team to set clear strategy and goals for success of program development and execution.
- Client relationship & satisfaction
  - Maintain relationships with existing clients and prospects to develop, manage, and maintain long-term relationships between YouGov and the clients.
  - Share accountability with researchers for client satisfaction.

Do you have relevant experience? If so, email your CV and covering letter to [vacancies@yougov.com](mailto:vacancies@yougov.com).

*YouGov is a global market research company providing insights for brands across the world. Our sector expertise helps our clients understand their consumers, their industry and the wider world using custom research and syndicated products built on syndicated data. Our online panel of over 2.5 million respondents in over 11 countries allows us to reach a wide range of people from different backgrounds, ages and demographics.*