

## Associate Director

Department: FMCG  
Location: 50 Featherstone Street, EC1Y 8RT, Central London  
Reports To: Head of Financial Services and Media  
Hours: Full Time (37.5hrs)

### Overall Objective

- 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 (for the YouGov vertical)

### Key Responsibilities

- Sample design
  - To possess a good understanding of multi-stage sample design, response rates and sample size calculations
  - To specify a sample design to meet the needs of a simple research specification
- Questionnaire design
  - To recommend appropriate methods of data collection to meet research objectives
  - To be able to design complex questionnaires and specify programmes with minimal guidance
- Survey implementation
  - To develop and organise questionnaire development and testing scenarios, draft survey and briefing/debriefing documents
- Data analysis
  - To possess a good understanding of the use of percentages, means, standard errors, medians and confidence intervals
  - To design, produce and interpret simple cross-tabulation analysis
  - To have a basic understanding of statistical testing and how sampling and weighting issues affect analysis
  - To have a basic understanding of some of the advanced statistical analysis techniques available
- Presentation and report writing
  - To be able to produce a report outline, write individual chapters or an entire short substantive or technical report with minimal guidance
  - To have gained experience in compiling and delivering external presentations
  - To deliver internal presentations where the opportunity presents itself
- Proposal writing
  - To deal with speculative enquiries and to interpret requirements of a research specification
  - To be able to write a entire proposal for a variety of projects, with minimal guidance
- Subject knowledge
  - To become acquainted with key policy/subject issues and understand the implications for the research design
  - To have knowledge of the FMCG 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 co-ordinate and manage different project tasks for small projects independently and large and more complex ones with minimal guidance
  - To set timetables, monitor progress and suggest appropriate actions when timetabling problems arise
  - To delegate appropriate tasks to more junior staff and supervise the execution of these tasks
- Client liaison
  - To liaise effectively with clients and collaborators and be the main contact for day-to-day aspects of a project
- Staff management
  - To evaluate the strengths and weaknesses of other staff and give objective feedback about their performance to feed into appraisals
- Project costing and financial management
  - To have a good understanding of how different project components are costed
  - To do costing for small to medium sized projects with guidance
  - To monitor costs and authorise invoices and highlight and discuss any possible discrepancies between budgeted and actual days spent (or likely to be spent) on different project tasks with more senior staff

- Organisational management
  - To make a contribution to YouGov's policy and strategic decisions mainly through participation in committees and working groups
- External promotion
  - To promote YouGov's work and to represent YouGov in the media as required
  - To develop a dissemination strategy for a study and build relationships with the research and policy community in conjunction with the Consulting Director
- 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
- To ensure all reporting and management requests are accurate and delivered on time

#### **Skills required**

- Excellent interpersonal skills
- Strong initiative, negotiation and influencing skills
- Problem solving, analytical and numerical skills
- Account management as required / instructed
- Developing understanding of business/marketplace
- 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
- Professional attitude

#### **Experience required**

- Experience of day-to-day running MR projects (including client contact survey design and report writing)
- Experience of online market research
- FMCG sector expertise
- Strong depth and breadth of primary research, across methods and sectors

#### **Education and qualifications**

- Educated up to degree / HND level in a relevant subject
- 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.