

Research Executive, Reputation

Reporting to: Director, Reputation
Department: Custom
Location: London, UK
Contract: Permanent, full time

We don't just collect data, we connect data. YouGov is an international data and analytics group with the ambition to become a unique part of the global internet infrastructure - like Google for search, Facebook for social, Amazon for retail, we want it to be YouGov for opinion. Our value chain is a virtuous circle consisting of a highly engaged online panel, innovative data collection methods and powerful analytics technology. From the beginning we had one simple idea: the more people are able to participate in the decisions made by the institutions that serve them, the better those decisions will be. We are a global online community for millions of people, and thousands of organisations, to engage in a continuous conversation about their beliefs, behaviours and brands, and provide a more accurate portrait of what the world thinks.

In this exciting role you will be working in the Reputation Custom Research team delivering a wide variety of market research projects. In our Custom Research department, nothing is ever typical and most research projects require a unique and often innovative approach. This leads to challenging but highly rewarding research projects that are invaluable to our clients.

What will I be doing day to day?

- Supporting the Research Director in the management and delivery of custom research projects, many of which require international fieldwork with hard-to-reach respondents.
- Managing certain aspects of research projects autonomously including:
 - *Survey scripting and testing*
 - *Sampling approach / construct*
 - *Project set up*
 - *Monitoring / managing fieldwork*
 - *checking / processing of data*
- Making recommendations for clients on appropriate research design and methodology to deliver to key research objectives.
- Assess requirements of research briefs, review feasibility and provide cost estimates for clients.
- Be the day-to-day contact point for clients ensuring they have what they need and are satisfied with the service we are providing.

Small Print

Please note that this is not an exhaustive list, and we need you to be flexible in your approach to carrying out your duties, that may change from time to time to reflect changes in the business' needs. YouGov therefore reserves the right to vary your job description in consultation with you.



- Manage / monitor fieldwork ensuring that project is progressing to plan, identify any unexpected outcomes / anomalies and resolve any issues plus liaise with external suppliers to ensure quotas and timings are met.
- Review data outputs to check for errors and ensure data integrity for all research deliverables.
- Build / maintain effective working relationships with other YouGov teams to ensure effective delivery of research projects.
- Produce insight driven research reports that tell clear and compelling stories which resonate with clients and drive meaningful action.
- Attend client debriefs, present research findings where appropriate and manage all follow up actions from these sessions.
- Stay up to date with key news and developments within the sector in order to demonstrate understanding and communicate effectively with existing and / or prospective clients.

What do I need to bring with me?

- A positive attitude and ability to work effectively on your own and as part of a team
- Excellent client focus / handling skills
- 1-2 years quantitative research experience plus an interest in learning how to conduct qualitative depth interviews with senior stakeholders over the longer-term
- An interest in research with stakeholders (politicians, journalists, NGOs) and B2B projects as the Reputation team conducts very little consumer research
- Ability to manage your own time, deliver results and meet challenging deadlines
- Strong knowledge and experience with MS Excel and PowerPoint
- Degree qualified and highly numerate
- Strong attention to detail and drive for quality
- An inquisitive attitude and ability to think creatively
- Strong organisation skills to be able to run more than one project at a time working with different project managers for each
- An eye for making connections in data and revealing actionable insight
- Excellent written and verbal communication
- Self-motivated and confident

Some additional information . . .

This is a full time role (37.5 hours a week), based at our London Head Office in super-cool Old Street. Our [candidate info pack](#) will tell you all about our company benefits and what our work culture is like – have a read!

Don't forget to check out our [website](#) and here's a [client testimonial](#) to watch

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