

## Senior Analyst

Reporting to: General Manager

Department: YouGov Sports

Location: London

Contract: Full time, Permanent

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. We are searching for an excellent communicator to work with one of our most important clients. We work across the sports and sponsorship industries to evaluate sponsorship performance across multiple media sources including TV, social media and both print and online press.

Our ethos is such that we strive to deliver high quality research data and insight that meets the needs of clients, whilst maintaining, servicing and developing reports in line with expectations.

### What will I be doing day to day?

- **Project management** - To co-ordinate and manage projects of varying complexity either independently or as part of a team
- To set timetables, monitor progress and suggest appropriate actions when timetabling problems arise
- Create searches and use bespoke media information tools to find relevant data. Collect and collate resultant data in such a way, to make it easy to interrogate
- **Report writing** - Perform advanced media valuation analysis and calculations in Microsoft Excel, using functions such as pivot tables, vlookup and data filters
- Possess a good, clear writing style and understand different uses of tables, charts and commentary
- To write, with guidance, report chapters and presentations, creating a clear narrative from data
- Proof reading fellow analyst's reports and liaise with graphic designers to create new templates and effective presentation of data

### 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.



- To have good standard of knowledge of Sport Business sector and / or research matters gained through engagement with the industry

**What do I need to bring with me?**

- Experience in the media evaluation sector (in particular sports media evaluation) is desirable
- Proven track record of managing multiple projects and hitting deadlines in a fast-moving environment
- Enthusiasm for day-to-day writing of evaluation reports and data analysis across a broad range of media
- Experience of, or strong desire to learn about, the sports business industry
- Microsoft Office experience essential, including excel to a high standard
- Fluent written and spoken English

**Some additional information . . .**

This is a full time role (37.5 hours) based in our London HQ in super-cool Old St! Want to learn more? Check out our website [www.yougov.com](http://www.yougov.com)

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