

Senior Research Executive

Reporting to: *Research Manager/Associate Director*
Department: *Omnibus*
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 a senior researcher to join us in a busy Omnibus research team, working on domestic, global and bespoke sample projects.

What will I be doing day to day?

- Design sampling frames for fast-turnaround projects and understanding of sampling techniques
- Recommend appropriate methods of data collection to meet research objectives and possess a good understanding of the principles and practical use of statistics, ensuring accurate reporting of survey data
- Design and advise on complex questionnaires, sometimes under time-constraints
- Where necessary, work with and manage research suppliers to achieve accurate data collection that is in line with YouGov methods, whilst keeping costs reasonable
- Deal with speculative enquiries and to interpret requirements of a research specification and effectively write proposals in order to win projects
- To set timetables, monitor progress and suggest appropriate actions when problems arise. In addition, delegate appropriate tasks to junior staff and supervise the execution of these tasks
- To liaise effectively with clients and collaborators and be the main contact for day-to-day aspects of a project as well as account management
- Evaluate colleagues strengths and weaknesses and give objective feedback about other staff's performance to feed into appraisals
- To be proficient at costing Omnibus and fast turnaround field and tab projects (both domestic and global)

What do I need to bring with me?

- Upwards of 2 years of experience in market research
- Experience of simultaneously running multiple market research projects (including client contact, survey design and report writing)
- A deep understanding of online market research

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.



- Strong depth and breadth of primary research, across methods and sectors
- Educated up to degree / HND level in a relevant subject
- SPSS and MS Office skills
- Excellent written and spoken English

Some additional information . . .

This is a full time role (37.5 hrs), based in our London HQ in super-cool Old St!

Why not check out our website for more details

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