

# Are you our new

## Account Director in the Data Products/Services team

The account management team at YouGov sits across our Data Services and Data Products offerings in order to provide our clients with the research methodology that best meets their specific and unique insight challenges. It is a fast-paced team and we operate in an ever-changing environment, working collaboratively across multifunctional teams to create insight solutions that not only deliver success for our clients but also inspire us all to continue to be at the forefront of data-driven innovation.

### What will I be doing?

This specific role involves working with some of the UK's largest brands across a wide range of sectors to embed YouGov's dynamic and up-to-the-minute data into their understanding of their brand – from the consumer experience, to the competitor set and beyond, looking at both the challenges the brand faces now and in the future.

You will lead on creating the strategic direction for your accounts, therefore developing a thorough understanding of your client's business and sector is imperative. You will be able to identify innovative solutions for your client's challenges and have the confidence to put forward well thought out opinions and recommendations.

You will need to be confident, naturally proactive, and have an entrepreneurial spirit that enables you to be comfortable selling in new, innovative and creative solutions to your clients.

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

You'll have experience within a brand agency environment, and more specifically in an insights and strategic planning role within a brand agency, and has in depth knowledge and understanding of industry research and analytics tools from brand audits, brand equity measurement, brand health tracking, brand monitoring and customer segmentation.

### A couple more things...

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.

P.S. If you've read this and realised that the role isn't for you, could you recommend someone you know?