

Are you our new

Director of User Acquisition and Retention in the Global Panel Team?

YouGov's global panel of online respondents is central to our success. It is the rich and continuous data that flows from a large and engaged panel that allows YouGov to do ground-breaking research, and to develop industry-leading data products. This role is, therefore, essential to the development and maintenance of YouGov's most valuable strategic asset and the successful candidate will be an important member of the Global Panel Team.

What will I be doing?

The Director of User Acquisition and Retention will be responsible for managing YouGov's acquisition strategy, and they will work closely with the wider company to ensure that the overall experience enjoyed by YouGov panelists maximises lifetime value, and continuously improves ROI.

The successful candidate will be a motivated, impatient, inquisitive individual with experience of running successful social marketing and online user acquisition campaigns. You will be interested in data and insight, and – above all – you will be someone who makes things happen.

The team's overall remit is to enhance the experience and engagement of – and the company's ability to harness value from – YouGov's global panel.

What do I need to bring with me?

You'll need a track record of devising acquisition and retention strategies, and of managing and executing effective user acquisition campaigns, along with experience and knowledge of lead-gen, co-registration campaigns, advertising channels (eg social, search, display, banners), and referral schemes. You have good customer and client service skills, as well as being comfortable with the administrative aspects of running budgets and paying suppliers. You thoroughly understand the technical aspects of online advertising and community recruitment, such as source tracking and how best to structure agreements.

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!

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