

Are you our new

Panel Acquisition Specialist 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.

What will I be doing?

Your role will be essential to the development and maintenance of YouGov's most valuable strategic asset. Your overall remit is to enhance the experience and engagement of, and the company's ability to harness value from, YouGov's global panel.

You'll be responsible for running excellent digital advertising campaigns that attract new users (we call them 'panelists') to the YouGov panels around the world. You will take the lead on the content and creative used, for optimisation, and effective use of campaign budgets. You will maximise the impact of our acquisition efforts in existing channels, but also identify new channels.

Day to day you'll be designing and executing online advertising campaigns that attract users to the YouGov panels around the world, maintaining regular and detailed reporting to various internal customers of the success of recruitment campaigns.

What do I need to bring with me?

You will be a motivated, impatient and 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.

An excellent communicator and relationship builder. You'll have experience of lead-generation, co-registration campaigns, advertising channels (eg social, search, display, banners), and referral schemes. Strong client service and administration skills along with an understanding of the technical aspects of online advertising and community recruitment, such as source tracking and structuring agreements, would be an advantage.

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?