

Are you our new

Research Executive (Qualitative) in the Custom Research Team?

YouGov's Custom Research team consists of sector specialists who are supported by skilled quantitative analytics and qualitative researchers. Each team combines research expertise with in-depth sector knowledge to help clients to identify, analyse and understand their markets, offering actionable insight that adds competitive business advantage. Our full service menu means that clients choose their level of reporting - from basic tables of results, to additional statistical analysis and interpretation, to strategic advice from our industry experts.

What will I be doing?

You'll provide support in delivering qualitative research for a wide range and 'type' of clients from big media and consumer brands to niche political organizations and charities. Working across the whole research process, including survey design, scripting and testing, sampling, fieldwork and reporting. You'll support senior members of the Qualitative Research team with project debriefs with clients

You'll ensure that research runs to the highest quality standards and undertaking analysis and reporting along with bringing a storytelling approach to reporting. At the same time, you will always ensure that deadlines and deliverables are met. You will be naturally curious with client data and be proactive in your approach.

What do I need to bring with me?

It goes without saying that you'll have experience of day-to-day support of qualitative MR projects, as well as potentially some experience of online qualitative research. You might have worked across a range of UK markets and sectors. Your first class relationship management skills will be applied to internal stakeholders and you will have strong attention to detail, along with being goal oriented. Naturally curious, you will have a passion for producing research insights that make a real difference to clients and have a hunger for learning about a client's business and advising on how research can help their business grow.

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?