

Are you our new

Research Manager (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 be taking the lead 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, you'll get good client exposure, supporting on pitches, and working on client debriefs. You'll moderate your own focus groups using a range of techniques – online and offline (e.g. focus groups, ethnographies, online) and be keen to experiment with new and innovative techniques mixed in with more traditional approaches.

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 and be the main contact point for clients on specified projects. You will be naturally curious with client data and be proactive in your approach, including being involved in some business development activities including proposal writing.

What do I need to bring with me?

It goes without saying that you'll have experience of day-to-day running qualitative MR projects (including client contact, project design, moderation and report writing), 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 clients and 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?