

## Associate Director

Department: Public Services & Charities Research  
Location: 50 Featherstone Street, EC1Y 8RT, Central London  
Reports To: Head of Public Services & Charities Research  
Hours: Full Time (37.5hrs)

### Overall Objective

- To maintain, service and take responsibility for the existing client base, manage key client relationships and lead in the development of new business

### Key Responsibilities

- Subject knowledge
  - To have knowledge and experience of market and/or social research with government departments and agencies, utilities (energy, water etc.), charities and NGOs
  - To have knowledge of key policy issues within these sectors and to understand the implications of these for research design
  - To possess knowledge gained through engagement with the industry or sector and the monitoring of news, developments, information, journals, magazines etc.
- Account management
  - To liaise effectively with clients and collaborators and be the main contact for day-to-day aspects of a project
  - To develop strategies and plans to grow existing client accounts and acquire new ones
  - To work with Sales and Marketing teams to deliver client account and sector strategic plans
  - Innovate and develop new products and propositions for the market
  - To effectively promote the whole range of YouGov products and services
- Proposal writing
  - To deal with speculative enquiries and to interpret requirements of a research specification
  - To be able to write an entire proposal for a variety of projects with minimal guidance
- Project costing and financial management
  - To have a good understanding of how different project components are costed
  - To do costing for small to medium sized projects independently and large or complex projects with minimal guidance
  - To monitor costs and authorise invoices, and to highlight and discuss any possible discrepancies between budgeted and actual days spent (or likely to be spent) on different project tasks, with more senior staff
- Presentation and report writing
  - To be able to produce reports in Word and PowerPoint (including technical reports) with minimal guidance
  - To have gained experience in compiling and delivering external presentations
  - To deliver internal presentations where the opportunity presents itself
- Sample design
  - To possess a good understanding of multi-stage sample design, response rates and sample size calculations
  - To specify a sample design to meet the needs of a simple research specification
- Questionnaire design
  - To recommend appropriate methods of data collection in order to meet research objectives
  - To be able to design complex questionnaires and specify programmes with minimal guidance
- Data analysis
  - To possess a good understanding of the use of percentages, means, standard errors, medians and confidence intervals
  - To design, produce and interpret simple cross-tabulation analysis
  - To have a basic understanding of statistical testing, and how sampling and weighting issues affect analysis
  - To have a basic understanding of some of the advanced statistical analysis techniques available
- Organisational management
  - To make a contribution to YouGov's policy and strategic decisions mainly through participation in committees and working groups
- External promotion
  - To promote YouGov's work and to represent YouGov in the media as required
  - To develop a dissemination strategy for a study and build relationships with the research and policy community in conjunction with the Consulting Director
- To ensure client satisfaction and to represent YouGov Plc. in a professional and ethical manner at all times.
- To ensure queries not relevant to the department are passed on to the relevant contact or department promptly
- To protect YouGov Plc. in all client relationships and act with integrity at all times

- To operate with a strong commercial awareness in order to minimise exposure and ensure quality business is being generated and retained
- To ensure all reporting and management requests are accurate and delivered on time

#### **Skills required**

- Excellent interpersonal skills
- The ability to derive actionable customer insight from research
- Strong initiative, negotiation and influencing skills
- Problem solving, analytical and numerical skills
- Account management as required / instructed
- Strong business development skills
- Ability to deliver results, meet deadlines and manage time effectively
- Excellent client focus and handling skills
- Excellent written, oral and electronic communication skills

#### **Personal attributes**

- Self-discipline
- Self-motivation
- Positive attitude
- Excellent organisational skills
- Professional attitude

#### **Experience required**

- Account management and business development
- Experience of online market research (desirable)
- A number of years experience in market research or research working with government departments and agencies, utilities (energy, water etc.) charities and NGOs.
- Strong depth and breadth of primary research, across quantitative and qualitative methods

#### **Education and qualifications**

- Educated up to degree / HND level in a relevant subject
- Fluent written and spoken English

This is not an exhaustive list, and you will be expected to be flexible in your approach to carrying out your duties, that may change from time to time to reflect changes in the Company's circumstances. This will include providing cover for colleagues as required. The Company therefore reserves the right to vary the job description in consultation with you.

All YouGov Plc. employees are expected to comply with the Company's policies, rules and procedures as outlined in the handbook, health and safety manual and all other publications.