

Research Executive

Department: Omnibus
Location: 50 Featherstone Street, EC1Y 8RT, Central London
Reports To: Associate Director / Research Manager
Hours: Full Time (37.5hrs)

Overall Objective

- To develop an understanding of the business and research objectives and help to design solutions through knowledge of project and questionnaire design, sampling processes, weighting and production of deliverables
- Run research projects for Omnibus clients from start (quote and design stage) to finish (results delivery and reporting)

Key Responsibilities

- 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 an appropriate method of data collection to meet research objectives
 - To be able to design complex questionnaires and specify programmes with minimal guidance.
- Survey implementation
 - To develop and organise questionnaire development and testing procedures, produce survey documents, prepare and deliver interviewer briefings
- 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 the statistical analysis techniques available to researchers
- Presentation and report writing
 - To be able to produce a short report outline, to write individual chapters of a report or a management summary of the findings from a project
- Proposal writing
 - To deal with speculative enquiries and to interpret requirements of a research specification
 - To be able to write sections of a large proposal, or an entire proposal for a simple project, with minimal guidance
- Research knowledge
 - To become acquainted with key policy/subject issues and understand the implications of these for the research design
 - To have an understanding and/or experience of offline (CAPI, CATI, paper) quantitative research methods, including the pros and cons of each in relation to online methods
- Project management
 - To co-ordinate and manage different project tasks, for small projects independently and larger, more complex ones with minimal guidance
 - To set timetables, monitor progress and suggest appropriate actions when timetabling problems arise
 - To delegate appropriate tasks to more junior staff and supervise their execution
- Client liaison
 - To liaise effectively with clients and collaborators and be the main contact for day-to-day aspects of a project
- Project costing and financial management
 - To have a good understanding of how different project components are costed
 - To be able to cost small and medium sized projects following training
 - To monitor costs and authorise invoices, highlight and discuss with more senior staff any possible discrepancies between budgeted and actual days spent (or likely to be spent) on different project tasks
- External promotion
 - To be aware of YouGov's public profile and to seek opportunities to attend conferences, training, seminars or other external events that would provide attendees with intelligence about the research marketplace and help to build their specialist research knowledge
- 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
- Strong initiative, negotiation and influencing skills
- Problem solving, analytical and numerical skills
- Account management as required/instructed
- Developing understanding of business/marketplace
- 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

- Experience of day-to-day running MR projects (including client contact survey design and report writing)
- Experience of **offline** market research
- Graduate (previous research experience desirable)
- Strong depth and breadth of primary research, across methods and sectors

Education and qualifications

- Educated up to degree / HND level in a relevant subject
- SPSS and Excel skills
- Basic-developing understanding
- 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.