

Role: New business sales role selling SoMA (Social Media Analytics tool) to consumer brands in the UK

Department: SoMA
Location: 50 Featherstone Street, EC1Y 8RT, Central London
Reports To: Head of Sales, UK
Hours: Full Time (37.5hrs)
Base Salary: Upto £30K+ Comms

Objective

- Create and win new business opportunities for SoMA (Social Media Analytics) tools within any companies having a UK consumer presence.

Responsibilities

- Identify, engage and sell to senior decision makers (heads of Strategy, Planning, New Business, Social Media, Digital Marketing & Analytics) in brands across the UK
- Build network size contracts through central procurement teams, in coordination with global YouGov counterparts
- Proactively build the necessary pipeline required to exceed targets for both tools
- Meet and exceed sales targets
- Meet and exceed monthly meeting targets
- Present and demonstrate the SoMA tools to prospects
- Maintain a pipeline management strategy
- Identify cross-sell opportunities for other YG products and services
- Report activity weekly to Head of Sales UK and each of the product owners
- Report prospects feedback to product heads to help the continual development of the tool
- Develop strong working relationships with the SoMA product and client service team. Record all client activity on the CRM system
- Engage with marketing to build effective and focused new business marketing campaigns

Experience

- 3+ years new business sales experience
- Strong background of selling an online product to marketeers
- Experience of selling syndicated research or business intelligence products
- Understanding of social media

Personal attributes

- Self-discipline and motivation
- Good networker
- Excellent organisational skills
- Positive and professional attitude
- Excellent presenter
- Good client focus and handling skills
- Energetic, determined, confident and not easily dissuaded
- Enjoy working within a target-driven team environment
- Hungry for success
- Results driven
- Good listening, written and oral communication skills

What we offer

- Career development
- Attractive commission structure
- Role in a fast growing organization

Education and qualifications

- Ideally educated up to degree level
- Fluent written and spoken English

The YouGov Values

We are proud of our values – they shape the behaviours that YouGov feel are important. We look for people that can demonstrate commitment to these values, and who will join us and engage with us to achieve our mission to find out what people are thinking all over the world, all of the time.

We are **FEARLESS**

- We are ambitious pioneers in our industry
- We look for better ways of doing things
- We like change and we are constantly in motion

We love **TECHNOLOGY**

- We are digital natives
- We embrace new technologies and methodologies
- We are ahead of the game and smart with software, tools and expertise

We are **ACCURATE**

- Accuracy is at the heart of what we do
- We are first, we are precise, we are confident

We are a **TEAM**

- We are dedicated to our people and work across borders, as one team
- We engage with our panel
- We are committed to and focussed on our clients

We are **ENTREPRENEURIAL**

- We are committed to making profit and having fun
- No idea is too small or challenge too big
- We contest the norm and seek out fresh thinking

Please send your CV and covering letter to vacancies@yougov.com