

### **Business Development Executive – Omnibus**

Department: Omnibus (Products)  
Location: 50 Featherstone Street, EC1Y 8RT, Central London  
Reports To: Sales Manager  
Hours: Full Time (37.5hrs)

#### **Overall Objective**

- To develop new business from both existing and particularly new clients
- To assist in maintaining, servicing and taking responsibility for the existing client base, and to be involved with the management of key client relationship
- To support the Head of Department in the development of new business and marketing initiatives

#### **Key Responsibilities**

- Sales and promotion
  - To agree targets, both financial and structural (i.e. organisation specific), with the Department Head and deliver on these targets
  - To sell and promote Omnibus products to new clients
- Client liaison
  - To advise and direct on aspects of client/collaborator liaison where applicable and take the lead in solving potentially problematic situations
  - To advise and build positive relationships with clients on new projects
  - To network effectively with potential clients through various means of opportunities
- Proposal writing
  - To ensure the most effective solution (to the client) and most profitable solution (to YouGov)
- Subject knowledge
  - To advise others on commercial/policy subject issues and how they can potentially affect research design and the client's business
  - To react to and work with the Head on issues in the sector(s) which present YouGov with new business opportunities
- Presentation and report writing
  - To oversee, prepare and deliver presentations of our work, which provide clients with the insight and data which they require
- Organisational management
  - To contribute to the wider management of YouGov as required
- 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 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 generated and retained.

#### **Skills required**

- Strong business and commercial acumen
- Good presentation skills
- Excellent interpersonal skills
- Strong initiative, negotiation and influencing skills
- Problem solving, analytical and numerical skills
- Proactive account management and sales focus
- Ability to self-organise and self-manage to achieve business development targets
- Good client focus and handling skills
- Good written, oral and electronic communication skills

#### **Personal attributes**

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

#### **Experience required**

- Targeting and management of potential clients with a professional services offer (ideally research based)
- Excellent track record of sales performance

**Education and qualifications**

- Educated up to at least degree level from a good university
- 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.