

Online Community Manager

Title: Online Community Manager
Department: Panel
Reports to: Group Technical Panel Director
Location: London Head Office
Hours: Full Time (37.5hrs)

Role description

YouGov's global panel of online respondents is central to our success. It is the rich and continuous data that flows from a large and engaged panel that allows YouGov to do ground-breaking research, and to develop industry-leading data products.

This role is, therefore, essential to the development and maintenance of YouGov's most valuable strategic asset and the successful candidate will be an important member of the Group Panel Team. (The team's overall remit is to enhance the experience and engagement of – and the company's ability to harness value from – YouGov's global panel.)

The Online Community Manager will be responsible for panellist recruitment globally. They will help to shape and prioritise panel recruitment strategy, and be expected to execute and manage that strategy, delivering against pre-agreed targets. They will be responsible for the content and creative used in online campaigns and for internal reporting on CPA. They will maximise the impact of YouGov's recruitment efforts in existing channels, but also identify new channels and partnerships.

In addition to the specific attributes set out below, the successful candidate will be a motivated, impatient, inquisitive individual with experience of running successful social marketing and online recruitment campaigns. You will be interested in data and insight, and – above all– you will be someone who makes things happen.

Key Responsibilities

- Overall, the Online Community Manager will be responsible for all aspects of the user journey by which panellists move from being unaware of YouGov to being active members of the YouGov panel.
- Definition and management of recruitment plans for the YouGov Group (covering the Americas, EMEA and emerging markets).
- Execution of online campaigns, working with local panel managers across the YouGov Group, through new and existing channels and partnerships.
- Designing and maintaining regular and detailed reporting to various internal customers of the success of recruitment campaigns.
- Maximising the recruitment potential of YouGov content, working with various teams across the company.

Skills and experience required

- Good communication and relationship-building skills.
- A track record of executing effective social marketing and online recruitment campaigns.
- Experience and knowledge of lead-gen, co-registration campaigns, advertising channels (eg social, search, display, banners), and referral schemes.
- Good customer and client service skills, as well as being comfortable with the administrative aspects of running budgets and paying suppliers.
- Understanding of the technical aspects of online advertising and community recruitment, such as source tracking and how best to structure agreements (cost per x).

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.