

Product manager - YouGov's Social Media tool

Department: Corporate
Location: 50 Featherstone Street, EC1Y 8RT, Central London
Reports To: Group Director of Strategy
Hours: Full Time (37.5hrs)

YouGov is looking for an entrepreneurial product manager who knows social media. This role requires someone who can create a vision for social media data, define products and drive concepts from business requirements to implementation. To be successful in this role you will be an established product manager who is looking to grow their career.

You will have a strong business orientation and will play an important part in the development and implementation of the strategic plan for YouGov's social media product SoMA. This includes identification of appropriate markets and development of effective marketing strategies and tactics. You will be involved through all stages of a product family's lifecycle, working closely with the product development team and sales teams.

What you need for this position:

- Relevant years' experience in the social / digital sector
- Experience in product management and analytics ideally at a social media agency
- Strong experience in monetising and marketing social media products (to agencies and brands)
- Specific experience in developing and managing product launches
- Proven ability to champion products and drive key decisions
- Business judgement skills

What you'll be doing:

- Maintain close relationship with the market (customers, evaluators, and potentials) for awareness of market needs and perspectives
- Identify opportunities for use of existing YouGov social media and other YouGov data
- Positioning the product for all markets and all buyers
- Documenting market problems (both existing customers and future customers)
- Analysing product performance and sales success
- Documenting product profitability and operational metrics
- Serve as the solution expert when dealing with thought leaders, analysts and press
- Initiating market research and sizing markets
- Documenting the ideal sales process
- Working closely with the sales teams

To apply please send your CV and cover letter to Saqi.sheikh@yougov.com.

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.