

## Associate Director

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

### Overall Objective

- Responsible, with the sector lead, for implementing the sector proposition, developing named client accounts, promoting the 'whole of YouGov' offer and ensuring targets are met.
- Work closely with the Sector Consulting Director to service and grow the existing client base, and to manage and grow key client relationships.

### Key Responsibilities

- Subject knowledge
  - To be a sector/sub-sector expert and a go to internal/external resource for advice, guidance and knowledge on key sector related issues.
  - To advise others on subject/policy issues and how they affect research design and a client's business.
- Financial
  - To be accountable for the achievement of revenue and Gross Margin financial targets for designated sector/sub-sector clients
- Project Management
  - Act as the project director overseeing research delivered for their clients.
- Added-value insight
  - Able to provide detailed insight from research. Understand the role of added value analytics.
- Business Development
  - Be responsible for growing a number of key client accounts and sectors agreed with the sector lead.
  - Write proposals and develop new business opportunities.
  - Deliver solutions to clients from across the YouGov product and service portfolio.
  - Work with the Consulting Director to develop Sector propositions and, with support from the Sales and Marketing teams, maximise its communication to market.
- Research Methods
  - Advise clients on appropriate research methods based upon detailed understanding of methods and analytics.
- Research delivery
  - Provide guidance on questionnaire or topic guide design, scope the report, add layer of insight.
  - Work with the research team to develop research tools, sampling strategy and analytics.
- Management
  - Manage the relationship with clients and nurture project team members.
- External promotion
  - To promote YouGov's work and to represent YouGov externally 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 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
- Account management, client focus and business development skills
- Strong initiative, negotiation and influencing skills
- Problem solving, analytical and numerical skills
- Good understanding of the relevant sector
- Ability to deliver results, meet deadlines and manage time effectively
- Excellent written, oral and electronic communication skills

### Experience required

- Experience of day-to-day running MR projects (including client contact survey design and report writing)
- Experience of online market research

- FMCG sector expertise
- 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, PowerPoint and Excel skills
- 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.