

## Internship

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

### Overall Objective

- As an entry position, you will be trained to acquire the skills needed for this role.
- To develop understanding of the business and research objectives and help to design solutions through knowledge of project and questionnaire design, sampling processes, weighting and production of deliverables.
- Assist in managing research projects through the business.

### Key Responsibilities

- Sample design
  - To understand the different sample designs
- Questionnaire design
  - To understand the advantages and disadvantages of different data collection methods and the principles of questionnaire design
  - To assist with the design of a simple questionnaire, or discrete modules, and specify programmes under guidance
  - To assist other team members in working clients through iterations of a questionnaire to reach a final version
  - To assist with the co-ordination, where appropriate, of 3<sup>rd</sup> parties for translations
- Survey implementation
  - To assist with organising questionnaire development and testing scenarios, draft survey and briefing/debriefing documents
- Data analysis
  - To possess a good understanding of use of percentages, means, standard errors, medians and confidence intervals
  - To assist with the design, production and interpretation of simple cross tabulation analysis
  - To have a basic understanding of statistical testing, and how sampling and weighting issues affect analysis
  - To begin to have a basic understanding of some of the advanced statistical analysis techniques available
- Presentation and report writing
  - To possess a good, clear writing style and understand different uses of tables, charts and commentary
  - To write, with guidance, sections or chapters of a report
  - Where appropriate, to start to attend external presentations such as the delivery of research findings or sales pitches
  - To have made a contribution to the drafting of presentations and a degree of user competence with MS PowerPoint attained through 'on the job' experience or specific training
- Proposal writing
  - To write, with guidance, sections of a proposal
- Subject knowledge
  - To grasp basic policy/subject knowledge required to carry out specific projects
  - To begin to develop contextual knowledge about a specialist area, either in terms of research type or the sector
- Project management
  - To co-ordinate, with guidance and manage different project tasks and set timetables
- Client liaison
  - To liaise, with guidance, effectively with clients and collaborators
  - To be the joint contact for day to day aspects of a project
- Project costing and financial management
  - To possess basic understanding of principles of costing
- Organisational management
  - To make a contribution to YouGov's policy and strategic decisions mainly through participation in committees and working groups

- 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
- Developing initiative, negotiation and influencing skills
- Problem-solving, analytical and numerical skills
- Ability to deliver results, meet deadlines and manage time effectively

#### **Personal attributes**

- Self-discipline
- Self motivation
- Positive attitude
- Excellent organisational skills
- Excellent written, oral and electronic communication skills

#### **Experience required**

- Knowledge of UK markets 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.