

Research Manager/AD Level

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

Outline

This role would suit a personable, confident, driven, self-starter keen to progress their career in a fast paced busy Qual team in this leading agency.

Overall description

- Be able to work independently and alongside other members of the team to build client relationships and produce top class qualitative results
- Possess excellent moderation skills using a range of techniques – online and offline (e.g. focus groups, ethnographies, online) and be keen to experiment with new and innovative techniques mixed in with more traditional approaches
- Versatile – be keen to work with a wide range and 'type' of clients from big media and consumer brands to niche political organizations and charities.
- Show evidence of good commercial understanding - ideally with experience in media, tech, financial services, consumer, public sector or political research.
- Experience of key client contact on projects – would need to be confident liaising with key clients from proposal writing to delivering results confidently to a senior audience
- Entrepreneurial – have a flair for creative thinking and finding new ways to conduct and deliver research
- Be able to manage simultaneous projects including some international projects
- Be passionate about new research techniques, and show an ability to walk with online methods alongside more traditional qualitative approaches.

Skills required

- Excellent interpersonal skills
- Strong initiative, negotiation and influencing skills
- Account management as required / instructed
- Developing understanding of business/marketplace
- Ability to deliver results, meet deadlines and manage time effectively
- Excellent client focus and handling skills

Personal attributes

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

Experience required

- Experience of day-to-day running qualitative MR projects (including client contact, project design, moderation and report writing)
- Experience of online qualitative research preferred (further training will be given)
- Wide knowledge of UK markets and sectors
- Evidence of vast experience in market research
- Strong depth and breadth of primary research, across methods and sectors

Education and qualifications

- Educated up to degree / HND level in a relevant subject
- 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.