

Research Manager

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

Overview

- Reporting into the Reputation Director in a high touch role responsible for maintaining and servicing existing client base and key client relationships. There would also be execution of projects, with the support as required from the wider YouGov Research team.

Key Responsibilities

- Subject knowledge
 - To become acquainted with key policy/subject issues and understand the implications for the research design
 - To have knowledge of sector and / or research matters gained through engagement with the industry or sector and the monitoring of news, developments, information, journals, magazines etc.
- Project management
 - To co-ordinate and manage project tasks for small projects independently and large and more complex ones with minimal guidance
 - To set timetables, monitor progress and suggest appropriate actions when timetabling problems arise
 - To delegate appropriate tasks to more junior staff and supervise the execution of these tasks
- Presentation and report writing
 - To be able , with minimal guidance, produce a report outline, to write individual chapters or an entire short substantive or technical report
 - To be experienced in compiling and delivering external presentations
 - To deliver internal presentations where the opportunity presents itself
- Proposal writing,
 - To deal with speculative enquiries and to interpret requirements of a research specification
 - To be able, with minimal guidance, write sections of a large proposal, or an entire proposal for a simple project
- Project costing and financial management
 - To have a good understanding of how different project components are costed
 - To do costing for small-medium sized projects with guidance
 - To monitor costs and authorise invoices, highlight and discuss with more senior staff any possible discrepancies between budgeted and actual days spent (or likely to be spent) on different project tasks
- Sample design
 - To possess a good understanding of multi-stage sample design, response rates and sample size calculations
 - To specify a sample design to meet the needs of a simple research specification
- Questionnaire design and discussion guide design
 - To recommend appropriate methods of data collection to meet research objectives
 - To be able, with minimal guidance, design complex questionnaires and specify programmes
 - To write qualitative discussion guides, particularly for depth interviews
- Survey implementation
 - To develop and organise questionnaire development and testing procedures, produce survey documents, prepare and deliver interviewer briefings
- Data Analysis
 - To possess a good understanding of use of percentages, means, standard errors, medians and confidence intervals
 - To design, produce and interpret simple cross-tabulation analysis
 - To have a good understanding of statistical testing, and how sampling and weighting issues affect analysis
 - To have a good understanding of some of the advanced statistical analysis techniques available
- Staff management
 - To evaluate other staff's strengths and weaknesses and give objective feedback about other staff's performance to feed into appraisals

Experience required

- Experience of conducting research with opinion former groups (politicians, business leaders, journalists etc)
- Experience of day-to-day running MR projects (including client contact survey design and report writing)
- Experience of online market research preferred
- Wide knowledge of UK markets and sectors
- 5-6 years experience in market research
- Strong depth and breadth of primary research, across methods and sectors
- Experience of managing supplier agencies
- Preference for experience of conducting depth interviews with opinion formers

Education, qualifications, interests

- Educated up to and beyond degree level in a relevant subject
- SPSS and Excel skills
- Fluent written and spoken English