

Key Account Manager - SixthSense

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

Overall Objectives

- To manage YouGov SixthSense key accounts, reporting directly to the head of department to ensure a high renewal rate amongst the top 40 clients (defined by spend) in the UK.
- Work closely with research and sales teams (with research team to ensure that clients have input into reports before produced and with sales team to work together on high growth accounts, particularly within the financial services sector).
- To identify wider research needs of YouGov SixthSense clients and introduce other research services as appropriate

Key Responsibilities

- Ensure that the renewal rates of key clients is at a minimum of 70% (by spend). 2% commission is paid on all renewals and upsells and an additional bonus according to the renewal rate.
- Spot opportunities to upsell other syndicated data offerings (e.g. HEAT, new channel subscriptions) and/or to upsell to other departments within existing key accounts.
- To ensure that all key account clients are aware of deadlines for providing input into new reports and liaising with the research team on this input.
- Regular meeting with clients (ideally 4 times per year but varies by client needs) to gauge satisfaction levels
- Provide accurate weekly reporting of likely renewal rates by each key account.
- Provide presentations to clients of key findings from reports (including HEAT product) with input from research team as required.
- Update internal CRM system with client information and meetings.
- To log key clients onto SixthSense portal and HEAT dashboard and provide regular training.
- To monitor (weekly) access levels to portal and HEAT and increase usage where drops off.
- To liaise with other client facing teams in YouGov and co-ordinate client interaction as appropriate.
- To ensure client satisfaction (including measuring this monthly) 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

Summary points

- We want to have happy clients who spend more with us each year. This is the central objective of the roll.
- Practically, the main way we measure this is by renewal rate, which we expect to increase over time.
- Although this isn't a direct sales role, the successful candidate will be expected to understand and empathise with the sales process and be very commercially focused.
- Although this isn't a research role, the successful candidate will be expected to understand and empathise with the research process and ensure that clients find out research to be credible and accurate.
- The successful candidate will also be expected to work with other areas of the YouGov business.

Skills required

- Excellent written and spoken English.
- Very close attention to detail.
- High levels of numeracy.
- Excellent persuasion skills.
- Professional presentation skills.
- The client presentations require a grasp of research and the ability to communicate report findings and answer questions on research methodology.

Personal attributes

- Self-discipline
- Self-motivation
- Positive attitude

- Excellent organisational skills
- Professional attitude
- Entrepreneurial

Experience required

- Familiarity with FMCG and/or Financial and/or Technical markets and/or Economics.
- At least 3 years of experience in a client facing role
- At least 3 years of experience in market research
- Understanding of primary research, across methods and sectors
- Proof of successfully hitting or exceeding commercial targets.

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.