

Social Data Research Manager

Department: Corporate
Location: 50 Featherstone Street, EC1Y 8RT, Central London
Reports To: Group Director of New Products
Hours: Full Time (37.5hrs)

YouGov is looking for an innovative Research Manager who can realise the YouGov vision for social media data, and play an important part in the development and implementation of YouGov's social media product SoMA.

Backdrop for role

As the marketing landscape is changing rapidly as consumers move, engage, and interact between constantly emerging channels of social media communication, it is more important than ever to understand how consumers divide their time among such channels, and what challenges and opportunities the overlapping of channels pose for brands developing an integrated brand / communication experience. Social research can help demystify the complexities involved to help clients get their strategies off to a flying start, through the in-depth analysis of data collected from social media sources (such as Twitter and Facebook)

Overview for this role

Working with the Product Development Director, the Social Research Manager will be responsible for the assistance in research design for client projects, methodology, and reports, across the following 6 categories:

- **Social trends:** distinguish consumer habits between brands
- **Social influence:** identify consumers with the most social influence, what they are talking about, and where they are talking
- **Social segmentation:** understand social connections and how individuals interact with different sub-groups
- **Social health:** measure the volume and sentiment of consumer conversations
- **Social intelligence:** what consumer conversations are happening around brands?
- **Social mapping:** identify where big culture ideas start and how brands can evolve with their journeys

A key part of the role will be to uncover insights that will help clients improve multi-channelled marketing strategies through the application of findings gained through analysing social data (primarily using sources from Twitter and Facebook)

Client communication is important, so the role will also require the production of reports that are insight led, light on data (and tables), enabling data visualisation techniques, well written and focused on the story.

You will be managing and coordinating social market research data, whilst managing your own time autonomously whilst running multiple, often complex research projects.

What you will be doing:

- Designing social data collection methodologies
- Social data reporting and analysis
- Producing social data reports
- Championing the use of social data methodologies in briefs throughout the business
- Background research (desktop research, online listening)

Skills you will need for this position

- Minimum of 2-3 years' experience in market research, analysis and planning (both traditional and digital media experience)
- Experience with research technologies and techniques, including test design and analysis, brand measurement, and purchase journeys
- Knowledge of commercialising research findings
- The ability to think and act strategically and to learn quickly under pressure, but to also roll up your sleeves and make things happen, both as a self-sufficient/self-starting individual and as part of a team
- Excellent writing and communication skills, ability to work well with both internal and external clients, and instinct for continuous communication with all stakeholders in a project
- Entrepreneurial outlook and can-do attitude. Ability and willingness to build our global insight capabilities from the ground up
- Demonstrated experience with interpreting data, performing quantitative and qualitative analysis

To apply please send your CV and cover letter to Saqi.sheikh@yougov.com.

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.