

## **Technical Panel Director**

Reporting to, and working closely with, the Group Director of User Experience, this role covers three main areas:

### **1 - Technical Panel Strategy** (to be agreed with the Group Director) including:

- Priorities for panel development (e.g. geographic coverage , size and structure)
- Panel Quality policy (ESOMAR, ISO, WAPOR, local standards etc.)
- Panel Recruitment, engagement and incentive policies (including harmonization across the Group)
- Investment requirements
- Performance measures and metrics (based on best practice for recruitment, retention, rewards and engagement)
- Specifying technology support and development requirements (in conjunction with Group Technology)

### **2 - Panel Management** including:

- Panel recruitment, engagement & retention
- Calculation of panel incentives
- Quality and performance management
- Panel portals
- Liaison with Finance for payment/redemption of incentives and on VAT issues
- Monitoring our financial liabilities, in conjunction with finance
- Managing the service to hubs and external panel buying clients
- Providing regular panel MI to local management teams as well as the Group Director of User Experience and the CEO

### **3 - Panel Operations and survey execution** including:

- In conjunction with regional and hub operations teams, ensure efficient and cost effective project execution based on our production platform.
- Address feasibility questions (e.g. to meet statistical sample requirements)
- Establish sampling & survey project priorities (including over/ under burdened respondents etc.)
- Interaction with Operations in each hub
- Panel care & support

*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.*