

Panel Manager

Department: Operations
Location: 50 Featherstone St, London
Hours: Full Time

YouGov is a leading online Market Research company with offices around the world. We are currently recruiting for a Panel manager to work in the London offices within our Operations department. The successful candidate will work with a team of panel analytics and panel support staff who provide project directors with the operational services they require to offer quality consultancy on a wide variety of topics.

You will be part of a friendly and energetic Operations team which strives to produce accurate results every time and supports the rest of the company in delivering innovative and robust research solutions. The successful candidate will be provided with the relevant training and support needed to carry out the role.

Overall Objective

To manage the Panel including:

- Ensuring panel is engaged and meets company business needs.
- Producing accurate data deliverables using the most efficient methods within deadline.
- Working with the Technical Panel Director in London to deliver the wider company panel strategy.
- Supervise staff charged with panel care, sampling and feasibility tasks.

Key Responsibilities

Panel Management

- Effectively manage the research panel, including recruitment and member relations.
- Provide creative input for research design to utilize current capability.
- Manage client panels and attend external meetings on these.
- Provide and implement schemes to keep the panel engaged.

Sampling

- To understand, and supervise staff responsible for:
 - Monitoring usage of panel and report areas that require recruitment
 - Assisting client teams in developing sample frames and use judgement to assess appropriate sampling strategy for a project.
 - YouGov-specific sampling software, and its efficient and effective use
 - Advising project directors on best and most efficient sampling practice where necessary.

Panel Care

- To understand the importance of good panel care.
- To work with the team to resolve panel member issues or problems that require attention.
- Supervise staff who take calls from panel members and assist them with their queries.

Feasibility

- To understand and supervise staff responsible for:
 - Advising on feasibility requests in order to send realistic estimates on sample achievement and timings to project directors.
 - Using data available to establish sampling targets, as well the feasibility implications of these.
 - Advising project directors on project costs.

Management

- To take overall responsibility for ensuring survey data collection deadlines are met.
- To identify training needs and arrange relevant training for panel support staff to ensure they are equipped to carry out their role.
- To use experience and knowledge to generate ideas in support of meeting overall Operations objectives.
- To ensure all reporting and management requests are accurate and delivered on time.

Coding

- To possess a very good understanding of the coding process.
- To communicate effectively with the coders, ensuring requirements are made clear and understood, responding quickly when something does not go to plan.

Skills required

- Excellent interpersonal and communication skills.
- Panel Management experience.
- Ability to learn new skills quickly through both structured training and self-directed on the job practice.
- Problem solving, analytical and numerical skills.
- Ability to deliver results, meet deadlines and manage time effectively.
- Excellent customer focus handling skills.
- Excellent written, oral and electronic communication skills.

Personal attributes

- Self-discipline.
- Positive attitude.
- Excellent organizational skills.
- Professional attitude.

Qualifications

- Essential
 - Fluent written and spoken English
 - Mathematical skills (statistical ability)
 - Sampling experience
 - Knowledge of data processing
- Highly Desirable
 - SQL experience
- Desirable
 - SPSS literate/experience
 - Experience of online media buying
 - Desktop Reporter experience
 - Panel care experience
 - Knowledge of coding
 - Previous line management experience

To apply please send your CV and cover letter to vacancies@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.

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