

Global Panel Campaign Director

Title: Global Panel Campaign Director
Department: Corporate
Reports to: Group Director of User Experience
Location: London or New York
Hours: Full Time (37.5hrs)

Role description

We believe in the power of participation. We believe that the more people participate in the decisions made by the institutions that serve them, the better those decisions will be. We believe that every person on the planet *wants* to be a member of the YouGov panel, they just don't know it yet.

That's where you come in.

As YouGov's global panel campaign director, your objective is simple: to persuade people from Shanghai to Seattle that they can change their world for the better, by participating with YouGov.

You will design and execute compelling campaigns with that simple objective in mind, using the content, channels and partners you consider most appropriate.

Succeeding in this endeavour is fundamental to the company strategy. You will be a key part of the global panel team, which is responsible for ensuring that every interaction with panellists (and panellists-to-be) is perfect, and that YouGov's global panel is capable of supporting ever-growing business need. When we say "panel" we mean the (more than) 3 million people around the world who interact with us online and answer surveys that we send to them.

You are someone with a talent, and passion, for online and social marketing. You are someone who believes in the power of the individual, and of participation. You are a fearless, entrepreneurial, impatient, inquisitive individual, and we look forward to working with you.

Key responsibilities

1. Creating and executing (earned and owned) media campaigns with the aim of attracting and retaining most-needed demographics to the YouGov panel
 - Using existing, or creating new, content to drive interest in, and engagement with, YouGov via earned media
 - Developing effective refer-a-friend and organic recruitment drives
 - Leveraging our public profile in key markets to reinforce the power of participation
2. Identifying, developing and managing partnerships and barter opportunities with organisations and websites whose users could also participate with YouGov.
3. Contributing to the achievement of Panel Development Plan (our structured plan of investment in panel capability) targets by conducting continuous analysis of campaign effectiveness.

Skills and experience required

- Good communication, client-facing and relationship-building skills.
- At least 3 years' experience of designing, and executing, creative social and online campaigns.
- Desirable: experience of working in international markets, with an understanding of cultural nuance.

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.

To apply please send a covering letter and CV to the HR team at saqi.sheikh@yougov.com