

Content Producer

Title: Content Producer
Department: Innovations
Location: London Head Office
Hours: 4-month internship, full time hours (5 days/37.5hrs per week)

Role description

The Content Producer role has two key elements:

- 1) To assist YouGov's In-House Filmmaker in the production of film work to support commercial projects (examples include films of vox-pops, interviews and events). The Content Producer will assist with the filming, editing and finishing of films to a high standard.
- 2) To creatively promote YouGov research and products specifically through the CoProducer project. CoProducer is YouGov's crowd-sourced feature filmmaking project involving the YouGov panel as decision-makers.

This position will work in collaboration with the panel, marketing and filmmaking teams, and the CEO's office, and sit as part of the corporate filmmaking team.

Key Responsibilities

- Film production:
 - Assisting the In-House Filmmaker with corporate film production (both in-house and client-facing film)
- CoProducer project:
 - Project management: coordinating the administrative aspects of the project
 - Writing copy: writing press releases and blogs
 - Social media: managing social media engagement
 - Surveys: writing surveys
 - Panel care: responding to enquiries from panellists
 - Generating ideas: brainstorming and planning project activities

Skills required

- Familiarity with editing software/operating a camera
- Copywriting experience
- Project management experience
- An understanding of social media
- Experience in a customer/public-facing role
- Have high attention to detail
- Communication skills across departments and organisation levels
- External relationship building
- Be able to work to strict deadlines
- Be able to deal with criticism

Personal attributes

- Self-motivation
- Positive attitude
- Excellent organisational skills
- Professional attitude
- An interest in film and social media

Education and qualifications

- Ideally a graduate with a degree in one of the following: English, media, journalism, marketing (or a related subject).
- Fluent written and spoken English

Note: Interviewees will be asked to present examples of their copywriting as part of the interview process.

To apply please send your cover letter and CV 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.