

## Senior Research Executive - Digital and Social Media Research

Sector: Data Intelligence Unit  
Location: 50 Featherstone Street, EC1Y 8RT, Central London  
Hours: Full Time (37.5hrs)  
Salary: Competitive

Posting Date: 5<sup>th</sup> March, 2015

Closing Date: 1<sup>st</sup> April, 2015

### Overall Objective

To own and prioritise YouGov's social and digital offering.

### Key responsibilities

#### Business Development

- Help evaluate research scope that will fit clients' needs and evaluate what is feasible when client briefs come through
- Provide product training and product updates to sales team, account managers, and research directors and help devise selling strategies to test
- Collect information on competing products, and educate sales teams, account managers and research teams
- Attend client sales meetings with sales executives and managers and account managers
- Help write project proposals, or proposals for conferences and marketing events
- Advise on sales areas to pursue strategically based on where we have the most amount of relevant data available
- Develop and continuously update sales materials for Pulse and SoMA products

#### Product Development

- Continuously evaluate what is being collected through the Pulse and Social Media data, and what can be measured and analysed with it
- Continuously evaluate what is being collected through the Pulse and Social Media data, and what we can measure and analyse with it
- Forming product offerings based on research capabilities that fit the needs of the market
- Utilize data scientists to continuously improve analytical capabilities behind research offerings – automation, weighting, robustness and accuracy of methods, etc.
- Make other teams within YouGov aware of products, what they can do, any development updates, and how Pulse and Social can be used alongside their team's product

#### Research

- Manage research projects when commissioned from beginning to end, completing work and managing work being done by other researchers for the projects as well
- Managing and finalising deliverables for commissioned research and deadlines to be provided and presented by
- Complete case studies to be included in research teams' monthly or quarterly research campaigns

#### Panel management

- Manage Pulse and SoMA panels and continuously monitor panel size, composition and regularly evaluate for National Representation
- Conduct recruitment processes with Panel team
- Develop recruitment strategies to increase sign up conversions
- Develop panel care strategies to keep panellists for longer periods of time
- Manage Panel Care Exec for Pulse panellists' queries and serve as intermediary between Panel Care and Wakoopa when more information is needed
- Manage monthly points payment process for panellists

#### Technical coordination

- Keeping track of current technical issues with Wakoopa data collection and working of Wakoopa API and online data portal
- Liaising with Wakoopa to understand the extent and impact of any technical issues and when likely to be fixed
- Communicating any technical issues to team members, sales, account managers or panellists when relevant

#### Global coordination

- Help establish and grow Pulse panels in Germany and US
- Train other countries on sales, research and panel management processes and methods to ensure consistency
- Help recommend any new methods to test for sales, product offerings, and panel management strategies to find what works best for each country

#### Experience required

- Experience in Market Research
- Commercial experience
- Wide knowledge or interest in UK markets and sectors
- Experience of social media analytics
- Experience of digital tracking
- Experience of tying digital and social passive research to in-depth profiling information
- Experience of campaign evaluation research
- Line management/management experience

#### Education and qualifications

- Educated up to degree level in a relevant subject
- Excel & PowerPoint skills
- Fluent written and spoken English

To apply, please send your CV and cover letter to [vacancies@yougov.com](mailto:vacancies@yougov.com)