

Junior Research Executive – YouGov UK Omnibus Team

Department: Omnibus
Location: 50 Featherstone Street, EC1Y 8RT, Central London
Reports To: Senior Research Executive
Hours: Full Time (37.5hrs)

Overall Objective

This entry-level role is a great opportunity to work in one of the UK's busiest Omnibus Teams, developing as a market researcher specialising in fast-turnaround Omnibus and bespoke sample research projects on a whole host of topics. Excellent written English is essential for this role which will involve research design, project management, direct client liaison, attention to detail and lots of teamwork. For the talented and fast-learning, the role will equip the researcher with the basic tools of market research and understanding of a range of research sectors.

Key Responsibilities (training – both formal and on-the-job - to develop in some of these areas will be provided)

- **Sample & Questionnaire design**
 - Design questionnaires (recognising when to seek support and assistance) and basic sample frames which uphold the principles of accuracy, clarity and impartiality
 - Understand the advantages and disadvantages of different data collection methods and the principles of good questionnaire design
 - Use communication skills to seek out the client's objectives and then ensure the research design accounts for these
- **Survey implementation & Project Management**
 - Work with teammates and other departments to design and run projects from start to finish
 - Ability to "multi-task" - work on multiple projects at different stages simultaneously, whilst hitting deadlines and being the day-to-day point of contact for your clients
 - Write basic proposals which are effective in concisely and accurately communicating all relevant project parameters to potential clients
 - Cost basic projects unassisted, and to recognise when to seek advice from colleagues
- **Data analysis and presentation**
 - Understand basic statistical analysis (percentages, means, medians and confidence intervals/statistical testing)
 - Understand the principles of data sampling and weighting
 - Ability to accurately interpret data, employing attention to detail and knowledge of statistics to recognise when findings are inaccurate or unclear
- **Subject knowledge and commercial awareness**
 - Develop basic industry sector/subject knowledge required to carry out specific projects, with the opportunity to develop areas of expertise in the future
 - Possess a natural curiosity and interest in the clients' operating environment, and use knowledge gained from this to inform better research design
 - Understand and, where relevant, communicate the whole of YouGov's research offer
- **Administration**
 - There will be an element of office administration (10-20% of your time) required (relevant to the research role) which will help develop your commercial awareness and transferrable skills
- **Organisational management**
 - Ensure client satisfaction and represent YouGov in a professional and ethical manner at all times
 - To operate with a strong commercial awareness in order to minimise exposure and ensure quality business is being generated and retained
 - To ensure all reporting and management requests are accurate and delivered on time

Skills required

- Excellent interpersonal skills
- Developing initiative, negotiation and influencing skills
- Problem-solving, analytical and numerical skills
- Ability to deliver results, meet deadlines and manage time effectively

Personal attributes

- Self-discipline & motivation
- Positive attitude
- Excellent organisational skills
- Excellent written, oral and electronic communication skills

Education and qualifications

- Educated up to degree / HND level in a relevant subject
- Proficiency in MS Office
- Fluent written and spoken English, with a particularly high level of written English

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.

Please send your CV and covering letter to vacancies@yougov.com