

## Director, Media Sector

Department: Custom Research  
Location: 50 Featherstone Street, EC1Y 8RT  
Reports To: Lead Consulting Director  
Hours: Full Time (37.5hrs)

Are you an innovative individual with a proven background in research and business development? Are you experienced within the Media sector? YouGov are looking to fill a Director level role which will help sharpen the current digital offering. If you believe that you have an entrepreneurial flair, the ability to work in a team, and are eager to push boundaries and challenge current traditional thinking, then this is a great opportunity for you to come on board and complement our team's existing skill set.

### Overall Objective

- To be active in developing the proposition and grow new business in the sector (or sub sector)
- To maintain, service and take responsibility for the existing client base, and to manage and grow key client relationships
- To respond to briefs and project work and to deliver the work (with support as required from the research team)
- To manage research projects through the business

### Key Responsibilities

- Business development
  - Support the driving of the sector proposition. Identify and grow key client accounts and sectors. Write proposals and develop new business opportunities.
  - Meet own new business target.
  - Advise and consult on business matters and issues
- Subject knowledge
  - To have in-depth knowledge of subject and priority issues.
  - Ability to spot gaps in the market and innovate new products to meet needs.
  - Comfortable being the 'face of YouGov' in the sector and expert in advising clients on research approaches / YouGov tools
- Project management
  - Act as the project director overseeing research delivered for the clients and provide advice and support to others in the team as necessary.
- Client liaison
  - Negotiate with clients and collaborators changes in a study's design, costs and timetable
  - Advise and direct on all aspects of client/collaborator liaison and take the lead in potentially problematic situations
  - Able to provide detailed insight from research and be comfortable in delivering this to any audience no matter how senior
- Staff management
  - Line manage individuals on a project-by-project basis and support their career development where appropriate including participating in appraisals
  - To assist the senior members of the team with decisions about staffing and the organisation of recruitment
- Presentation and report writing
  - To write complex reports for a variety of audiences and clearly explain complex analysis, make good use of references to other research and draw out implications for clients
  - To write thought leadership papers and articles as appropriate
  - To prepare and deliver presentations that represent the company externally at conferences and seminars
- Proposal writing
  - To critically assess research specifications for potential worth to YouGov and determine feasibility of projects bearing in mind staff and interviewing resources
  - To secure research funding from a variety of sources

- Research delivery and research methods
  - Provide leadership, guidance and support to the research team as required throughout all projects and ensure that the required insight is delivered to clients
  - Expert in devising appropriate research methods to meet client objectives
- Project costing and financial management
  - Manage the sub sector, clients and projects financially to ensure that personal revenue, sales and gross margin targets are met. Be comfortable in commercial negotiation with clients.
- External promotion
  - To promote YouGov's work through talks at conferences, journal papers and membership of external committees, and to represent YouGov in the media through radio or television interviews
  - To develop a dissemination strategy for a study and build relationships with the research and policy community
- To ensure client satisfaction and to represent YouGov Plc. in a professional and ethical manner at all times.
- To protect YouGov Plc. in all client relationships and act with integrity 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
- Strong initiative, negotiation and influencing skills
- Problem solving, analytical and numerical skills
- Proactive account management
- Strong business and commercial acumen
- Ability to deliver results, meet deadlines and manage time effectively
- Excellent client focus and handling skills
- Excellent written, oral and electronic communication skills

#### Personal attributes

- Self-discipline
- Self-motivation
- Positive attitude
- Excellent organisational skills
- Professional attitude

#### Experience required

- Experience of day-to-day running MR projects (including client contact survey design and report writing)
- Experience of online market research
- Wide knowledge of the UK media market / sector
- Strong depth and breadth of primary research, across methods and sectors

#### Education and qualifications

- Educated up to degree / HND level in a relevant subject
- Strong Excel skills
- Fluent written and spoken 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.*