

Panel Data Expert

Department: Data Intelligence Unit (DIU)
Location: 50 Featherstone Street, EC1Y 8RT, Central London
Reports To: Group Director of New Products
Hours: Full Time (37.5hrs)

The world is now awash with data, in greater volumes than ever before. But much of it is too unstructured and messy to be of much value. At YouGov our aim is to build the biggest connected, structured dataset in the world. We are looking for a Panel Data Expert – someone who loves order, neatness and comprehensivity – to curate and manage our Library of information.

Overall Objective

- To manage the content and population of the YouGov Data Cube in the UK. The Cube consists of up to 120,000 data points on c400,000 panelists. It is our library of profile data and taxonomy of objects we collect data about. The data is collected via a combination of formal online surveys and informal website interactions.

Key responsibilities:

- Managing the content of The Cube in the UK
 - Working with the GD of NP to make and keep The Cube the ultimate collection of 'connected data' in the UK
 - Ensure that the Codebook (the playbook for the data that we want to collect) is covering all relevant areas
 - Manage the structure and taxonomy of the graph of connected objects (movies, celebrities, places, brands etc.) about which we collect data.
 - Work with internal and external stakeholders to make sure that the questions asked/data collected matches the requirements of the market
 - Remain constantly vigilant to make sure that the data we are collecting remains relevant and up-to-date
- Managing the collection of the data that populates the YouGov Cube
 - Ensuring that every piece of data identified in the Codebook is being collected
 - Make sure that this is done in the most efficient and cost-effective manner
 - Work with the Head of User Experience to make sure that whilst being efficient and cost-effective it is also engaging for, and non-demanding of, respondents
- Ensuring that the Cube is as complete as possible for as many people as possible
 - Agree minimum numbers required for each data point and expiry dates for that
 - Ensure that the processes set up enable fulfilment of those minimum requirements
 - Stay on top of the completion of The Cube and averting situations where we might fall below the minimum requirements before they occur
- Supporting the teams that enable commercial applications of the YouGov Cube and make those commercial applications a reality (sales and customer service)
 - Working with IT Development to ensure that the data is being delivered in ways that they can turn into client friendly tools
 - Working with the data wrangling and analysis team to ensure that the data is being delivered in ways that they can easily wrangle and analyse
 - Working with the commercial teams (sales and custom service) to ensure that The Cube contains the data that their clients need and managing those needs to make sure that the data in The Cube is relevant to all, not just one.

- Communicate the data that is in The Cube to the rest of the business
 - Assist the Head of Profiles (core Cube product) in preparing documents that communicate the data we hold internally
 - Work with internal stakeholders in the UK to help them understand what we hold
- Supervise the populating of The Cube across the YouGov Group
 - Work with those responsible for managing The Cube around the YouGov group to ensure global consistency wherever possible
 - Co-ordinate this initiative around the world

Skills required

- Excellent organisational skills
- Great project management ability
- Ability to deliver results, meet deadlines and manage time effectively
- Commercial acumen
- Excellent written, oral and electronic communication skills
- Problem solving, analytical and numerical skills
- Strong initiative, negotiation and influencing skills

Personal attributes

- Excellent organisational skills
- Self-discipline
- Self-motivation
- Positive attitude
- Innovative drive
- Team worker
- Professional attitude

Desirable experience

- Five years plus experience in project management or data management/Librarian skills
- Worked with large data sets
- Project management
- Understanding of market research

Education and qualifications

- Educated up to degree/HND level
- Fluent written and spoken English

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- To maintain, service and take responsibility for the existing client base, manage key client relationships and lead in the development of new business

Key Responsibilities

- Subject knowledge
 - To have knowledge and experience of market and/or social research within Financial Services
 - To have knowledge of key issues within these sectors and to understand the implications of these for research design
 - To possess knowledge gained through engagement with the industry and the monitoring of news, developments, information, journals, magazines etc.
- Account management
 - To liaise effectively with clients and collaborators and be the main contact for day-to-day aspects of a project
 - To develop strategies and plans to grow existing client accounts and acquire new ones
 - To work with Sales and Marketing teams to deliver client account and sector strategic plans
 - Innovate and develop new products and propositions for the market
 - To effectively promote the whole range of YouGov products and services
- Proposal writing
 - To deal with speculative enquiries and to interpret requirements of a research specification
 - To be able to write an entire proposal for a variety of projects with minimal guidance
- Project costing and financial management
 - To have a good understanding of how different project components are costed
 - To do costing for small to medium sized projects independently and large or complex projects with minimal guidance
 - To monitor costs and authorise invoices, and to highlight and discuss any possible discrepancies between budgeted and actual days spent (or likely to be spent) on different project tasks, with more senior staff
- Presentation and report writing
 - To be able to produce reports in Word and PowerPoint (including technical reports) with minimal guidance
 - To have gained experience in compiling and delivering external presentations
 - To deliver internal presentations where the opportunity presents itself
- Sample design
 - To possess a good understanding of multi-stage sample design, response rates and sample size calculations
 - To specify a sample design to meet the needs of a simple research specification
- Questionnaire design
 - To recommend appropriate methods of data collection in order to meet research objectives
 - To be able to design complex questionnaires and specify programmes with minimal guidance
- Data analysis
 - To possess a good understanding of the use of percentages, means, standard errors, medians and confidence intervals
 - To design, produce and interpret simple cross-tabulation analysis
 - To have a basic understanding of statistical testing, and how sampling and weighting issues affect analysis
 - To have a basic understanding of some of the advanced statistical analysis techniques available
- Organisational management
 - To make a contribution to YouGov's policy and strategic decisions mainly through participation in committees and working groups

- External promotion
 - To promote YouGov's work and to represent YouGov in the media as required
 - To build relationships with the Financial Services community in conjunction with the Consulting Director
- To ensure client satisfaction and to represent YouGov Plc. in a professional and ethical manner at all times.
- To ensure queries not relevant to the department are passed on to the relevant contact or department promptly
- 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
- The ability to derive actionable customer insight from research
- Strong initiative, negotiation and influencing skills
- Problem solving, analytical and numerical skills
- Account management as required / instructed
- Strong business development skills
- 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

- Account management and business development
- Experience of online market research (desirable)
- A number of years experience in market research or research working with Financial Services companies.
- Strong depth and breadth of primary research, across quantitative and qualitative methods

Education and qualifications

- Educated up to degree / HND level in a relevant subject
- 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.