

Press Officer

Department: Marketing
Location: 50 Featherstone Street, EC1Y 8RT, Central London
Reports to: Head of Marketing
Hours: Full Time (37.5hrs)

Role description

Reporting directly to the Head of Marketing UK, the Press Officer will have responsibility for the development and placement of surveys, articles and other forms of shareable content to support YouGov's data products and custom research services. The Press Officer will work in close partnership with a senior peer group within the organisation, including product specialists, business development teams, and other members of the global marketing group. The position is based in London, but will require considerable interaction with YouGov's other global hub offices.

Key Responsibilities

- Generate a constant stream of content ideas to support BrandIndex, Omnibus and YouGov's custom research services.
- Collaborate with product teams to develop studies and produce articles that highlight the results of our research.
- Manage and edit the output of external and internal resources, as well as personally writing articles and white papers.
- Partner with marketing team and Opigram in adapting content for website and social media platforms.
- Maintaining our website presence
- Maintain partnerships with external publications and news organizations.
- Work on delivering through our social media platforms
- Manage our Press Office
- work in conjunction with the Political & Social team developing ideas and content for bespoke pieces to be put into the public domain both through PR and the public website.
- Working within the YouGov CMS

Experience

The ideal candidate will have 2-5 years of experience, in either an agency or in-house communications group. The ability to take knowledge and transform it into exciting and useful messages, and disseminate it to the right audiences through the best distribution channels is critical. In addition, he/she will possess:

- Strong writing, editing and verbal communication skills
- A track record as an implementer who can manage a variety of key initiatives
- An understanding of the cultural norms of all media, especially digital and social
- The flexibility and finesse to manage by influence and serve as a unifying voice
- A sincere commitment to work collaboratively with all constituent groups
- A sensitivity to and an affinity for diverse cultures
- An enthusiastic nature and an entrepreneurial soul

Personal attributes

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

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

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