

## Research Executive

Department: Reputation  
Location: 50 Featherstone Street, EC1Y 8RT, Central London  
Reports To: Associate Director  
Hours: Full Time (37.5hrs)

### Overall Objective

- To assist with the completion of client research projects as an integral member of a small research team;
- To develop understanding of the business and research objectives and help to design solutions through knowledge of project and questionnaire design, sampling processes, weighting and production of deliverables
- To provide cross-departmental support for CATI projects, as an internal centre of excellence working with external providers

### Key Responsibilities

- 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 to meet research objectives.
  - To be able, with minimal guidance, to design complex questionnaires and specify programmes.
- Survey implementation
  - To develop and organise questionnaire development and testing procedures, produce survey documents, prepare and deliver interviewer briefings
- Data analysis
  - To possess a good understanding of 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 begin to have a basic understanding of some of the advanced statistical analysis techniques available
- Presentation and report writing
  - To be able, with minimal guidance, to produce a report outline, to write individual chapters or an entire short substantive or technical report.
  - To have gained experience in compiling and delivering external presentations.
  - To deliver internal presentations where the opportunity presents itself.
- Proposal writing
  - To deal with speculative enquiries and to interpret requirements of a research specification.
  - To be able, with minimal guidance, to write sections of a large proposal, or an entire proposal for a simple project
- Subject knowledge
  - To become acquainted with key policy/subject issues and understand the implications for the research design.
  - To have knowledge of sector and / or research matters gained through engagement with the industry or sector and the monitoring of news, developments, information, journals, magazines etc.
- Project management
  - To co-ordinate and manage different project tasks for small projects independently and large and more complex ones with minimal guidance.
  - To set timetables, monitor progress and suggest appropriate actions when timetabling problems arise.

- To delegate appropriate tasks to more junior staff and supervise the execution of these tasks
- Client liaison
  - To liaise effectively with internal and external clients and collaborators and be the main contact for day-to-day aspects of a project
- Staff Management
  - To evaluate other staff's strengths and weaknesses and give objective feedback about other staff's performance to feed into appraisals
- Project costing and financial management
  - To have a good understanding of how different project components are costed,
  - To do costing for small-medium sized projects with guidance. To monitor costs and authorise invoices, highlight and discuss with more senior staff any possible discrepancies between budgeted and actual days spent (or likely to be spent) on different project tasks
- Organisational management
  - To make a contribution to YouGov's policy and strategic decisions mainly through participation in committees and working groups
- External promotion
  - To be aware of YouGov's public profile and to seek opportunities to attend conferences, training, seminars or other external events that would provide attendees with intelligence about the research marketplace and help to build their specialist research knowledge.
- 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
- Strong initiative, negotiation and influencing skills
- Problem solving, analytical and numerical skills
- Account management as required/instructed
- Developing understanding of business/marketplace
- Ability to deliver results, meet deadlines and manage time effectively
- Excellent client focus and handling skills
- Excellent written, oral and electronic communication skills

#### **Preferred further skills and interests**

- Interest in current affairs and business issues
- Interest in psychology and consumer behaviour
- Experience of conducting business to business research projects and/or CATI research

#### **Personal attributes**

- Self-discipline
- Self-motivation
- Eye for detail
- Positive and professional attitude
- High work standards
- Excellent organisational skills
- Desire to learn and develop

#### **Experience required**

- Experience of day-to-day running of MR projects (including client contact, supplier management, survey design and report writing), preferably in an agency environment
- Experience of managing computer aided telephone research.
- Knowledge of quantitative and qualitative techniques preferred
- Questionnaire writing and design
- Graduate (previous research experience desirable)
- Strong depth and breadth of primary research, across methods and sectors

**Education and qualifications**

- Educated up to degree / HND level in a relevant subject
- Excel skills
- SPSS skills preferred
- 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 [saqi.sheikh@yougov.com](mailto:saqi.sheikh@yougov.com)