

Senior Research Executive

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

Outline

This role would suit a personable, confident, driven, self-starter keen to progress their career in a fast paced busy Qual team in this leading agency.

Overall description

- Be able to support and work alongside other members of the team to produce top class qualitative results for all our clients
- Be keen to have experience of online research if not already
- Versatile – desire to work with a wide range of clients from big media and consumer brands to niche political organizations and charities. Passionate about the work that they do.
- Able to get involved in a number of projects at one time
- Not shy of technology, and able to learn YouGov systems and implement these at work
- Passionate about new research techniques, and keen to walk with online methods alongside more traditional qualitative approaches.

Skills required

- Excellent interpersonal skills
- Strong initiative and influencing skills
- Good account management skills working alongside other members of the team
- Ability to deliver results, meet deadlines and manage time effectively
- Excellent client focus and shows commercial awareness and understanding

Personal attributes

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

Experience required

- Experience of working on qualitative MR projects (including client contact, set up and project management, sample design, discussion guides, moderation and report writing)
- Has moderated depth interviews and some focus groups (using a range of techniques) and is keen to learn more and experiment with new and innovative techniques mixed in with more traditional approaches
- Experience/interest in online qualitative research preferred (further training will be given)
- Wide knowledge of UK markets and sectors
- 3+years' experience in market research

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.

To apply please send your CV and cover letter to vacancies@yougov.com