

**Senior Research Executive – YouGov UK Omnibus Team**

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

**Overall Objective**

This role involves working as a senior researcher in a busy Omnibus research team on domestic, global and bespoke sample projects. You will be working closely with clients, managing accounts, running multiple research projects and helping junior researchers to progress. The candidate will need to be commercially aware, excellent at communicating with clients (understanding their needs is key), have excellent English language and questionnaire design skills, and be able to take a wider perspective in terms of understanding and promoting the whole of YouGov's research offering.

**Key Responsibilities**

- **Sample design**
  - Understanding of sampling techniques, and ability to design sampling frames for fast-turnaround projects which fulfill the project's (and ultimately the client's) objectives
- **Questionnaire design and management**
  - To recommend appropriate methods of data collection to meet research objectives
  - To be able to design and advise on complex questionnaires, under time pressure, which demonstrate a deep understanding of clients' objectives, as well as commercial awareness
  - Where necessary, work with and manage research suppliers to achieve accurate data collection that is in line with YouGov methods, whilst keeping costs reasonable
- **Data Analysis**
  - To possess a good understanding the principles and practical use of statistics, ensuring accurate reporting of survey data. This includes understanding of how sampling and weighting issues affect analysis
  - Ability to constructively challenge clients' interpretations where necessary, recommending accurate, yet client-focused solutions, which enhance the client-YouGov relationship
- **Presentation and report writing**
  - To be able to accurately report on and disseminate findings from data, through the medium of written reports, presentations and one-to-one/ group discussions
  - Compiling and delivering external presentations
- **Proposal writing**
  - To deal with speculative enquiries and to interpret requirements of a research specification
  - To be able, with minimal guidance, to write proposals in order to win projects
- **Subject knowledge**
  - To become acquainted with a wide range of commercial, cultural and topical issues and understand the implications for the research design
- **Project management**
  - To co-ordinate and manage different project tasks for multiple projects
  - 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 clients and collaborators and be the main contact for day-to-day aspects of a project as well as account management
- **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 be proficient at costing Omnibus and fast turnaround field and tab projects (both domestic and global)

**Experience required**

- Experience of simultaneously running multiple MR projects (including client contact, survey design and report writing)
- Experience of (or a deep understanding of) online market research
- 2-3 years of experience in market research
- Strong depth and breadth of primary research, across methods and sectors

**Education and qualifications**

- Educated up to degree / HND level in a relevant subject
- SPSS and MS Office skills

- Excellent 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](mailto:vacancies@yougov.com)