

Panel Manager

Department: Operations
Location: 50 Featherstone St, London
Hours: Full Time

YouGov is a leading online Market Research company with offices around the world. We are currently recruiting for a Panel Manager for our panels in the UK and France, based in our London headquarters, within our Operations department.

You will be part of a friendly and energetic Operations team which strives to produce accurate results every time and supports the rest of the company in delivering innovative and robust research solutions, and will work closely with the Group Panel Team, who are also based in the London office and who are responsible for the strategic development of the global panel. The successful candidate will be provided with any and all relevant training and support needed to carry out the role.

Overall Objective

To manage the YouGov Panels in the UK and France including, and by:

- Ensuring it is engaged and meets business needs.
- Working with the Group Panel Team to deliver the wider company strategy.
- Working closely with the Panel Services Team Leader, who supervises the team charged with project management, panel care, sampling and feasibility tasks.
- Providing creative input for research design to utilize current capability.
- Devising and executing schemes to keep the panel engaged.

Responsibilities and Tasks

In delivering your objectives, you will:

1. Assess and monitor what the business requires of the panel:

- Monitor and report on panel usage and sampling efficiency.
- Work with researchers and the Group Panel Team to define, justify and prioritise panelist recruitment requirements, and help to identify effective recruitment channels and strategies.
- Understand and make strategic use of our relationships with partner companies.

2. Ensure that the panel is as active, and useful to the business, as possible

- Help to develop, and manage the execution of, wider company strategy to maximise the responsiveness of the panel.
- Maintain collection of core and profiling data, and work with the new Data Intelligence Unit to fulfil the potential of YouGov's proprietary data Cube.
- Manage client mini-panels.
- Enforce research quality measures, working with colleagues across the company to ensure the best possible panellist experience as part of an efficient data collection process.
- Undertake strategic analysis of panel data to increase understanding of panel capability and experience across the company.

3. Support data collection

- Develop and maintain sample frames, providing creative input to researchers on how best to use existing panel capability.
- Manage ad hoc data collection projects using the panel, including the appropriate inclusion of client and third party data.
- Maintain and improve panellist and data quality processes.

4. Be responsible for direct panellist engagement

- Manage the creative use of regular and ad hoc communications, working with the Group Panel Team to constantly enhance panellist experience and satisfaction.
- Ensure that panel care standards are met, including through social media channels.
- Evaluate and seek to constantly improve the effectiveness of incentives and rewards, and manage the relationship with external reward providers.

Skills and Experience

- Excellent interpersonal and communication skills.
- Panel Management experience.
- Ability to learn new skills quickly, both through structured training and self-directed on the job practice.
- Problem solving, analytical and numerical skills.
- Ability to deliver results, meet deadlines and manage time effectively.
- Excellent customer focus handling skills.
- Excellent written, oral and electronic communication skills.

Personal attributes

- Self-discipline.
- Positive and professional attitude.
- Excellent organizational skills.

Qualifications

- Essential
 - Fluent written and spoken English
 - Mathematical skills (statistical ability)
 - Sampling experience
 - Knowledge of data processing
- Highly Desirable
 - SQL experience
- Desirable
 - SPSS literate/experience
 - Experience of online media buying
 - Desktop Reporter experience
 - Panel care experience
 - Knowledge of coding

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.