

## Account Manager

Department: Sales  
Location: 50 Featherstone Street, EC1Y 8RT, Central London  
Reports To: Director of Account Management  
Hours: Full Time (37.5hrs)

## Overall Objective

- Promote the whole of YouGov (#WoYo) offer to a pre-agreed list of existing YouGov clients (organisations that have bought / are buying at least one product or service from YouGov)
  - Client list will be mapped out on joining
- Build a qualified pipeline of opportunities with your clients
- Increase revenues (working to pre-agreed targets)
- Increase the YouGov product mix penetration within your clients
- Increase the number of buying points within your clients

## Key Responsibilities

- Sales
  - Meet sales targets and agreed set of KPIs
  - Map each client, in terms of its structure and buying points and conduct territory analysis
  - Maintain high levels of knowledge of all YouGov products and services – be fully conversant with the (ever evolving) YouGov offer at a level of detail which will enable meaningful conversations with clients, whatever their requirement
  - Maintain excellent CRM records in accordance with YouGov best practice
  - Create, maintain and execute account management plans
  - Create and share sales regular sales forecasts for your clients
  - Maintain an accurate STAP (Sales Target Assurance Plan)
- Client liaison
  - Oversee the YouGov service delivered to each account for which responsibility is given
  - Be fully conversant with the issues each client is facing and be able to identify how YouGov data products and research can solve business needs
  - Advise product / delivery teams on the clients goals and needs & bring in the relevant specialist support to a client as necessary
  - Advise and build positive relationships with clients as new projects develop
  - Network effectively with each of your accounts
- Organisational management
  - Contribute to the wider management of YouGov as required
  - Network effectively within YouGov and build strong relationships with all internal stakeholders
  - Ensure client satisfaction and to represent YouGov plc in a professional and ethical manner at all times
  - Protect YouGov in all client relationships and act with integrity at all times
  - Operate with a strong commercial awareness in order to minimise exposure and ensure quality business is generated and retained.

### Skills required

- Ability to sell - proactive account management and sales focus
- Ability to self-manage and motivate
- Strong negotiation and influencing skills
- Problem solving, analytical and numerical skills
- Strong business and commercial acumen
- Good presentation skills
- Excellent interpersonal skills
- Good written, oral and electronic communication skills

### Personal attributes

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

### Experience required

- Excellent track record of account growth
- Proven track record of sales performance
- Targeting and management of potential clients with a professional services offer (ideally research based)

### Education and qualifications

- Educated up to at least degree level from a good university
- 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](mailto:vacancies@yougov.com)