

Associate Director

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

Overall Objective

- Responsible, with the project lead, for implementing the research proposition, developing named client accounts, promoting the 'whole of YouGov' offer and ensuring targets are met.
- Work closely with the Director to service and grow the existing client base, and to manage and grow key client relationships.

Key Responsibilities

- Subject knowledge
 - To be a research expert and a go to internal/external resource for advice, guidance and knowledge on key sector related issues.
 - To advise others on subject/policy issues and how they affect research design and a client's business.
- Financial
 - To be accountable for the achievement of revenue and Gross Margin financial targets for designated sector/sub-sector clients
- Project Management
 - Act as the project director overseeing research delivered for their clients.
- Added-value insight
 - Able to provide detailed insight from research. Understand the role of added value analytics.
- Business Development
 - Be responsible for growing a number of key client accounts and sectors agreed with the sector lead.
 - Write proposals and develop new business opportunities.
 - Deliver solutions to clients from across the YouGov product and service portfolio.
 - Work with the Consulting Director to develop Sector propositions and, with support from the Sales and Marketing teams, maximise its communication to market.
- Research Methods
 - Advise clients on appropriate research methods based upon detailed understanding of methods and analytics.
- Research delivery
 - Provide guidance on questionnaire or topic guide design, scope the report, add layer of insight.
 - Work with the research team to develop research tools, sampling strategy and analytics.

Experience required

- Experience of day-to-day running MR projects (including client contact survey design and report writing)
- Experience of online 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, PowerPoint and Excel skills
- Fluent written and spoken English