

Associate Director – Reputation

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

Overall Objective

The role will deliver consultancy, tracking and thought leadership studies across clients including international governments, blue chip business (particularly in financial and professional services) and NGOs. Responsibilities will include delivering international quantitative 'opinion former' surveys, plus conducting and reporting depth interviews with politicians, journalists, business leaders and other experts.

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

The role ideally suits an aspiring Associate Director level candidate with a track record in B2B or opinion former research at a strategic level. The ideal candidate will need to demonstrate top notch qualitative and quantitative research skills and a passion for reputation research. This fast moving role is not for the feint hearted, demanding resourcefulness to get the job done alongside great general business knowledge.

Education and qualifications

- Educated up to degree / HND level in a relevant subject
- SPSS, PowerPoint and Excel skills
- Fluent written and spoken English