

Research Executive - BrandIndex

Sector: BrandIndex
Location: 50 Featherstone Street, EC1Y 8RT, Central London
Hours: Full Time (37.5hrs)

Overall Objective

- To focus on BrandIndex account retention and growth for the UK hub
- To ensure client satisfaction on all BrandIndex projects
- This role involves maintaining, servicing and taking personal responsibility for an existing client base of 50+ clients, and to jointly manage client relationships with limited supervision
- To effectively work with clients in order to develop an understanding of their business and research objectives and to appropriately apply BrandIndex where relevant
- To support the BrandIndex team with general administrative duties

Key Responsibilities

- Sales and promotion
 - To assist in the delivery of renewal targets as agreed by BrandIndex UK Director
 - To grow existing business and attract new business by creating interesting, relevant and professional decks/presentations
 - To assist the team in their sales, client service and marketing activities
- Subject knowledge
 - To have a real interest and a degree of knowledge of sector and / or research matters gained through engagement with the industry or sector and the monitoring of news, developments, information, journals, magazines etc.
- Project management
 - To possess the ability to efficiently and effectively coordinate different deliverables for prospects and clients
 - To jointly set timetables, monitor progress and suggest appropriate actions when timetabling problems arise
 - To assist the BrandIndex team with the general monitoring of BrandIndex business
- Client liaison
 - To be able to liaise effectively with clients and collaborators and also be a main contact for day-to-day aspects of a clients' account
 - To pro-actively approach clients with relevant deliverables
 - To respond to client requests in a timely fashion
 - To advise clients on the best solutions to their projects which generate growth for BrandIndex/YouGov with support from BrandIndex UK Director and Research Manager
- Presentation and report writing
 - To be able, with guidance, to produce a report or presentations that provide real value for clients
 - To deliver face-to-face presentations/training sessions where the opportunity presents itself, with support from the BrandIndex team
- Project costing and financial management
 - To have a good understanding of how different project components are costed
 - To do costing for small-medium sized projects with guidance
 - To maintain account records and deal with administrative matters such as keeping NetSuite updated
- Data analysis
 - To possess a strong understanding of design effects, and how sampling and weighting issues effect analysis
 - To be capable of line managing a direct report up to SRE level

Experience required

- Would suit someone with customer services background
- Experience in Market Research (desired – not essential)
- Commercial experience – developing business, managing accounts
- Wide knowledge or interest in UK markets and sectors

Education and qualifications

- Educated up to degree level in a relevant subject
- Excel & PowerPoint skills
- Fluent written and spoken English

To apply, please send your CV and cover letter to vacancies@yougov.com