

**Role:** Senior new business sales role focussing on YouGov products, specifically BrandIndex and SoMA primarily to advertising, creative, media and PR agencies in the UK.

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

### Objective

- Create and win new business opportunities for BrandIndex and SoMA tools within companies having a UK presence, with particular focus on the Advertising/Media agency sector.
- Help build and execute 'dashboard' proposition to the agency sector

### Responsibilities

- Identify, engage and sell to senior decision makers (heads of Strategy, Planning, New Business, Analytics) in agencies across the UK
- Build network size contracts through central procurement teams, in coordination with global YouGov counterparts
- Proactively build the necessary pipeline required to exceed targets for both tools
- Meet and exceed sales targets
- Meet and exceed monthly meeting targets
- Present and demonstrate the BrandIndex and SoMa tools to prospects
- Maintain a pipeline management strategy
- Identify cross-sell opportunities for other YG products and services
- Report activity weekly to Head of Sales UK
- Report prospects feedback to product heads to help the continual development of the tool
- Develop strong working relationships with the BrandIndex and SoMA product and client service team
- Record all client activity on the CRM system
- Engage with marketing to build effective and focused new business marketing campaigns

### Experience

- 8+ years new business sales experience
- Strong track record of success
- Strong background of selling to advertising, media and PR agencies
- Experience of selling syndicated research or business intelligence products
- Understanding of social media

### Personal attributes

- Hungry for success
- Self-discipline
- Self motivation
- Positive attitude
- Good networker
- Excellent organisational skills
- Professional attitude

- Excellent presenter
- Good client focus and handling skills
- Energetic, determined, confident and not easily dissuaded
- To enjoy working within a target-driven team environment
- Results driven
- Good listening skills
- Good written and oral skills

#### What we offer

- Career development
- Attractive commission structure
- Role in a fast growing organization

#### Education and qualifications

- Ideally educated up to degree / HND level, but not essential
- Fluent written and spoken English

#### The YouGov Values

We are proud of our values – they shape the behaviours that YouGov feel are important to unite people through a collective belief. We look for people that can demonstrate commitment to these values, and who will join us and engage with us to achieve our mission to find out what people are thinking all over the world, all of the time.

#### We are **FEARLESS**

- We are ambitious pioneers in our industry
- We look for better ways of doing things
- We like change and we are constantly in motion

#### We love **TECHNOLOGY**

- We are digital natives
- We embrace new technologies and methodologies
- We are ahead of the game and smart with software, tools and expertise

#### We are **ACCURATE**

- Accuracy is at the heart of what we do
- We are first, we are precise, we are confident

#### We are a **TEAM**

- We are dedicated to our people and work across borders, as one team
- We engage with our panel
- We are committed to and focussed on our clients

#### We are **ENTREPRENEURIAL**

- We are committed to making profit and having fun
- No idea is too small or challenge too big
- We contest the norm and seek out fresh thinking

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.

Please send your CV and covering letter to [vacancies@yougov.com](mailto:vacancies@yougov.com)