

Client Service Analyst: YouGov Profiles

Sector: YouGov Profiles (Data Intelligence Unit)
Location: 50 Featherstone Street, EC1Y 8RT, Central London
Reports to: Client Services Manager
Hours: Full Time (37.5hrs)

Overall Objective

As a Client Service Analyst, you will be responsible for the client-facing activities during the development and delivery of our media planning and profiling product to our clients (yougov.co.uk/find-solutions/profiles). You will ensure that clients become experts in extracting and analysing data the available within the YouGov Profiles product to guarantee excellent levels of client satisfaction. You will manage a number of diverse clients (brand and agency side) and will need to balance their needs ensuring client satisfaction across the board without allowing the demands of one client to derail the plans of others. We're looking for a skilled data analyst, with a keen ability to balance client demands with internal timelines. The successful candidate will be a strategic thinker who performs well under pressure and is able to manage multiple projects at once.

Key Responsibilities

- Respond to client requests for data analysis to solve specific business needs
- Communicate with clients and teams on an ongoing basis regarding updates to the product and understand how they are using it
- Design, plan and implement client based analytical on-boarding sessions with new clients
- Build on-going client relationships to ensure client loyalty and satisfaction
- Manage a number of clients making sure that their varying levels of demand are met and their satisfaction is maintained without budgetary impacts
- Assist sales team to help deliver pitches to win new business
- Work closely with local and global data teams to ensure our data is commercially market relevant and to a high quality
- Keeping up to date with market changes, identifying opportunities to add value to client usage and reporting
- Build case studies and analytical focused presentations

Candidate Specifications

Education & qualifications

- Educated up to degree / HND level in a relevant subject
- Fluent written and spoken English

Personal skills & attributes

Skills required

- Strong analytical skills (excellent Excel / SPSS or SQL skills preferred)
- Excellent client focus and handling skills
- Market research industry or media planning/advertising experience
- Minimum 2-3 years project and client management experience preferred
- Excellent interpersonal skills
- Strong initiative, negotiation and influencing skills
- Problem solving, analytical and numerical skills
- Proactive account management
- Ability to deliver results, meet deadlines and manage time effectively

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