

Data Coordinator

Department: Data Intelligence Unit (DIU)
Location: 50 Featherstone Street, EC1Y 8RT, Central London
Reports To: Global Director of Data
Hours: Full Time (37.5hrs)

The world is now awash with data, in greater volumes than ever before. But much of it is too unstructured and messy to be of much value. At YouGov our aim is to build the biggest connected, structured dataset in the world. We are looking for a Data Coordinator – someone who loves detail, structure and solving problems – to curate and manage our library of information.

Overall Objective

- Manage the content and population of the YouGov Cube in the UK. The Cube is our proprietary data library that powers our data products and services, including YouGov Profiles. This data (consisting of more than 180,000 datapoints) is collected by asking YouGov's 250,000 panellists questions about their lifestyles and opinions, via formal online surveys and informal website interactions

Key responsibilities:

- Manage the data **content** of The Cube in the UK
 - Ensure that The Cube has data (questions to panellists) about all relevant topics (demographics, lifestyle, consumer habits, media, etc.)
 - Work with internal stakeholders to gather feedback in order to improve the data in The Cube (e.g. new questions and topics to add, existing questions to amend, new trends to incorporate), ensuring that the data meets the needs of external clients
 - Create additional Cube content by writing new survey questions
 - Ensure that Cube questions are kept up-to-date and relevant
 - Manage the structure and taxonomy of the data
- Manage the **collection** of data in the Cube
 - Implement and manage systems to collect the data, including setting up formal surveys and questions on the YouGov website
 - Ensure that data collection is efficient and cost-effective
 - Ensure that questions and surveys are engaging for panellists
 - Analyse how survey questions and collection systems can be improved and enhanced
 - Build a strong working knowledge of the different data collection methods
- Monitor coverage levels of data in The Cube
 - Determine how frequently each datapoint must be updated (i.e. how often to ask each question of panellists)
 - Create and implement processes to meet these requirements
 - Monitor and analyse the amount of data / coverage levels in The Cube, and consider how to improve when necessary
- Work closely with counterparts in other countries to ensure that data we collect and the ways in which we collect it are globally consistent
 - Share ideas and incorporate feedback regarding data topics and processes
 - Implement strategies that are globally consistent and appropriate across all geographies
- Communicate with stakeholders
 - Act as the Subject Matter Expert of The Cube in the UK
 - Explain what data we hold to internal stakeholders
 - Answer questions from internal stakeholders

- Assist the Head of Profiles in preparing documents that outline and explain the data we hold
- Work cross-functionally to ensure data collection meets the needs of the business
 - Work with IT Development to ensure data can be delivered in accessible, client friendly tools
 - Work with Data Scientists and Analysts to ensure data is structured in ways that they can easily wrangle and analyse
 - Work with the Sales and Client Services teams to ensure that The Cube contains the data that external clients need, and that data is relevant to all clients, not just one

Skills required

- Excellent organisational skills
- Strong attention to detail
- Great project management ability
- Ability to deliver results, meet deadlines and manage time effectively
- Commercial acumen
- Excellent communication skills, written and oral
- Problem solving, analytical and numerical skills
- Strong initiative, negotiation and influencing skills
- Ability to work well in a team

Personal attributes

- Self-discipline
- Self-motivation
- Positive attitude
- Innovative drive
- Inquisitive

Desirable experience

- Two years plus experience in project management or data management skills
- Worked with large data sets
- Project management
- Understanding of market research

Education and qualifications

- Educated up to degree/HND level
- Fluent written and spoken English

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

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.