

Head of Partnerships

Title: Head of Partnerships
Department: Corporate
Reports to: Group Director of User Experience
Location: London or New York
Hours: Full Time (37.5hrs)

Role description

We believe in the power of participation. We believe that the more people participate in the decisions made by the institutions that serve them, the better those decisions will be. We believe that every person on the planet *wants* to be a member of the YouGov panel, they just don't know it yet.

That's where you come in.

As YouGov's head of partnerships you will be responsible for making membership of the YouGov panel an attractive proposition to people all over the world. Your objective is to seek out high-value partnerships with organisations whose user base would enhance YouGov's global panel, and who would benefit from our research expertise.

You will help to define the proposition, and be responsible for identifying, approaching and negotiating with potential partners. In addition, you will devise and monitor measures of partnership effectiveness.

You will be a key part of the global panel team, which is responsible for ensuring that every interaction with panellists (and panellists-to-be) adds value, and that YouGov's global panel is capable of supporting ever-growing business need. When we say "panel" we mean the (more than) 3 million people around the world who interact with us online and answer surveys that we send to them.

You are someone who believes in the power of the individual, and of participation. You are a fearless, entrepreneurial, impatient, inquisitive individual, and we look forward to working with you.

Key responsibilities

1. Designing partnership arrangements that deliver value to potential partners, and new users to YouGov.
2. Identifying, approaching and negotiating with potential partners, building on internal analysis of groups of particular interest.
3. Devising, monitoring and reporting on measures of the effectiveness of these partnerships in enhancing YouGov's panel capability.
4. Contributing to the achievement of Panel Development Plan targets (our structured plan of investment in panel capability) by targeting partnerships effectively, and driving maximum value from them.

Skills and experience required

- Good communication, client-facing and relationship-building skills.
- Experience of turning opportunities into tangible partnership proposals.
- Good analytical skills – ability to model partnership outcomes and ROI.
- Desirable: business development or sales experience.

- Desirable: experience of working in international markets, with an understanding of cultural nuance.

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.

About YouGov

Founded in the UK in 2000, YouGov is considered the pioneer of online market research. With our global panel of more than 3 million respondents, and offices in the United Kingdom, the United States, Europe, the Middle East, and Asia we have been driven by one simple idea: the more people participate in the decisions made by the institutions that serve them, the better those decisions will be.

At the heart of the firm is a global online community of some three million respondents and thousands of political, cultural and commercial organisations, engaged in a continuous conversation about their beliefs, their behaviours and their brands.

To apply please send a covering letter and CV to the HR team at vacancies@yougov.com