

Senior Research Executive

Department: Research
Location: 50 Featherstone Street, EC1Y 8RT, Central London
Reports to: Consulting Director
Hours: Full Time (37.5hrs)

Overall Objective

- To help clients meet their business and research objectives by assisting in the delivery and project management of high quality research.

Key responsibilities

- To have a good understanding of policy and subject issues and the implications these have on research
- To make sure projects run to time and budget
- Manage projects with minimal guidance and assist in the managing of more complex research
- Use knowledge of policy or subject area to explain results
- Write less complex and lower value research proposals and take the lead on the production of quotes for research.
- Assist in identifying appropriate research methods to meet client needs.
- Possess a good knowledge of sampling issues and basic analytics. Write questionnaires and topic guides and contribute to the development of more complex ones, assist in the management of fieldwork and report writing
- To be aware of YouGov's public profile and to seek opportunities to attend conferences, training sessions, seminars or other external events that would provide attendees with intelligence about the research marketplace and help to build their specialist research knowledge

Skills required

- Excellent interpersonal skills
- Strong initiative, negotiation and influencing skills
- Problem solving, analytical and numerical skills
- Account management as required / instructed
- Developing understanding of business/marketplace
- Ability to deliver results, meet deadlines and manage time effectively
- Excellent client focus and handling skills
- Excellent written, oral and electronic communication skills

Experience required

- Experience of day-to-day running MR projects (including client contact survey design and report writing)
- Experience of online market research
- 2-3 years experience in market research
- Strong depth and breadth of primary research, across methods and sectors

Education and qualifications

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