

Junior PR & Marketing Executive

Title: Junior PR & Marketing Executive
Department: Marketing
Reports to: Head of Marketing
Location: London Head Office
Hours: Full Time (37.5hrs)

Role description

The key role of the Junior PR & Marketing Executive is to creatively promote YouGov research and products through our communications strategy. This position will work in collaboration with market research and product teams, and sit as part of the marketing team.

PR Key responsibilities:

- Writing through a variety of mediums, including general releases, sector specific release, emails, articles and commentaries to present on the website and various other marketing channels.
- Placement and distribution of the releases including securing media interviews for designated YouGov experts through all media channels.
- Creative writing of a product or brand for promotional purposes, and analysis of visuals for best content.
- Using social media to support the messages being portrayed through the research
- Responding to press enquiries, dealing with journalists and the general public

Marketing key responsibilities

- Assisting in the management of the sales / new business database for CRM purposes
- Assisting teams with producing PowerPoint presentations and tender documents for new business meetings and speaking opportunities
- Supporting teams in the development / arrangement of third party and internal events
- Working with the marketing team to plan, execute and evaluate marketing campaigns – predominantly B2B with some B2C – whilst ensuring all activity adheres to the YouGov brand
- Producing marketing collateral such as informative literature and promotional gifts
- Assisting with advertising and experiential marketing campaigns
- Liaising and negotiating with suppliers (e.g. designers, printers, promotional companies)
- Discussing, brainstorming and planning YouGov's core message with colleagues
- Presenting initial ideas to develop.
- Loading data into the archive
- Supporting the all research teams with adhoc requirements

Key Responsibilities

- Discussing, brainstorming and planning YouGov's core message with colleagues
- Writing copy options.
- Modifying copies according to needs.
- Presenting initial ideas to develop.
- Meeting with other professionals to discuss projects.

- Deal with journalist queries as a Press Office contact
- Loading data into the archive
- Supporting the political team with adhoc requirements

Skills required

- Have high attention to detail.
- Be creative.
- Be able to work with a team.
- Be self-motivated and proactive.
- Creative copywriting skills
- Understanding of social media particularly twitter
- Communication skills across departments and organisation levels.
- External relationship building
- Good interpersonal skills.
- Good business sense.
- Be able to work to strict deadlines.
- Have good research skills.
- Be able to deal with criticism

Personal attributes

- Self-discipline
- Self motivation
- Positive attitude
- Excellent organisational skills
- Professional attitude

Education and qualifications

- Ideally a graduate with a degree in one of the following: English, media, journalism, marketing (or a related subject).
- Fluent written and spoken English

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.