

Director of US Panel Management

We're a global market research company providing insights for brands across the world. Our sector experts help our clients to understand their consumers, the industry and the wider world using custom research and through syndicated products built upon continuous streams of data.

We operate an online panel of over 2.5 million respondents in more than 11 countries. These represent all ages, socio-economic groups and demographic types allowing us to create nationally representative online samples and access hard to reach groups, both consumer and professional.

Department: Operations
Location: Palo Alto, CA or New York, NY
Hours: Full Time

This is an incredible opportunity to join a growing, vibrant and entrepreneurial business. This newly-created role will be pivotal in developing the overall success of YouGov's North American business. Working closely with the Operations team and the Technical Panel Director in London, the successful candidate will work to further strengthen the YouGov panel and to ensure it meets the needs of Client Services teams. Those teams are based out of Palo Alto, Waterbury (Conn), Portland, New York and New Jersey offices; understanding their requirements and translating their needs into an actionable panel strategy will be a key aim of the role. You will be part of a friendly and energetic Operations team which strives to produce accurate results every time and supports the rest of the company in delivering innovative and robust research solutions.

Key Objectives

- Growing a highly engaged Panel that meets company business needs.
- Producing accurate data deliverables using the most efficient methods within deadline.
- Working with the Technical Panel Director in London to deliver the wider company panel strategy.
- Supervise staff charged with panel care, sampling and feasibility tasks.

Key Responsibilities

- Panel Management
- Sampling
- Panel Care
- Feasibility
- Data Collection, Team and Reporting Management

Personal attributes

- Self-discipline.
- Tenacity and energy
- Positive attitude.
- Excellent organizational skills.
- Professional attitude.

Qualifications

- Fluent written and spoken English – Essential
- Mathematical skills (statistical ability) – Essential
- Sampling experience – Essential
- Knowledge of data processing – Essential
- SQL experience – Highly desirable
- SPSS literate/experience – Desirable
- Experience of online media buying – Desirable
- Desktop Reporter experience – Desirable
- Panel care experience - Desirable
- Knowledge of coding - Desirable
- Previous line management experience - Desirable

NO AGENCIES PLEASE