

## Panel Executive

Department: Operations  
Location: YouGov Hong Kong  
Reports To: Panel Manager  
Hours: Full Time

### Overall Objective

- To demonstrate a good understanding of the role of Operations as a service department and its functions within a Market Research company.
- To be instrumental in providing those services efficiently and effectively

### Key Responsibilities

- Technical skills
  - To possess a very good level of understanding and proficiency in role specific software including; sample management systems, survey scripting, coding open end software, SPSS.
- Panel Care
  - To understand the workings of Zendesk, providing adequate cover where required.
  - Take calls / Respond to emails from panel members, assist them with their queries.
  - To work with the team to resolve panel member issues or problems that require attention within standard response timings
- Panel Engagement Projects
  - Support panel KPIs via implementation of engagement programs, rewards programs and panel care
  - Support and analyze panel projects (recruitment, incentive, engagement, channel comparison etc) using system tools and tracking packages
  - Manage relationships with vendors to support panel functions
  - Test, implement and maintain panel processes to ensure successful delivery according to project specifications
  - Proactive in lending ad-hoc support/expertise in the areas of product development and marketing across the company by working with internal and external stakeholders
- Sampling
  - To demonstrate confident use of PanMan.
  - To be able to advise researchers on the type of link they will need for a survey.
  - Understand and run daily polling/Omnibus weekly schedule
  - Able to set up samples in PanMan ranging from simple to complex ad-hocs and trackers.
  - Use judgement to assess appropriate sampling strategy for a project.
- Feasibility
  - Able to advise on feasibility requests, learning what data we hold on panel members and how to find it, in order to send realistic estimates on sample achievement and timings to researchers.
  - Where required, use data available to establish sampling and weighting targets, as well the feasibility implications of these.
- Mentoring
  - To provide support and training to any more junior members of the team

### General

- To ensure all reporting and management requests are accurate and delivered on time
- To ensure both internal customer and panel satisfaction and to represent YouGov Plc in a professional and ethical manner at all times. To ensure queries not relevant to the department are passed on to the relevant contact or department promptly
- To protect YouGov Plc in all customer relationships and act with integrity at all times

### Skills required

- Excellent interpersonal skills
- Excellent customer focus handling skills

- Excellent written, oral and electronic communication skills
- Ability to learn new skills quickly through both structured training and self managed on the job practice.
- Strong initiative and influencing skills
- Problem solving, analytical and numerical skills
- Expectation management: Prioritise, manage, organise and satisfy
- Develop business and commercial acumen
- Ability to deliver results, meet deadlines and manage time effectively

**Personal attributes**

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

**Education and qualifications**

- Fluent written and spoken English - Essential
- Sampling experience – Essential
- SPSS literate/experience - Desirable
- Panel care experience - Desirable
- Knowledge of coding - Desirable

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.

To apply, please send your CV to [vacancies.apac@yougov.com](mailto:vacancies.apac@yougov.com)