

## Research Manager

Sector: Media  
Location: 50 Featherstone Street, EC1Y 8RT, Central London  
Reports To: Research Director, Media  
Hours: Full Time (37.5hrs)

### Overall Objective

- To be commercially focussed at all times, ensuring client satisfaction in all projects
- This role involves maintaining, servicing and taking personal responsibility for an existing Media client base, and to manage key Media client relationships with limited supervision
- To respond to mid-sized briefs/proposal and project work and to deliver the work (with support as required from the team)
- To support the relevant Consulting Director and take responsibility for developing specific parts of the Media proposition

### Key Responsibilities

- Subject knowledge
  - To become an expert about Media thought leadership/ policy/subject issues and understand the implications for research design
  - To have good standard of knowledge of Media sector and / or research matters gained through engagement with the industry or sector and the monitoring of news, developments, information, journals, magazines etc.
- Project management
  - To co-ordinate and manage project tasks for small projects independently and large and more complex ones with minimal guidance
  - To set timetables, monitor progress and suggest appropriate actions when timetabling problems arise
  - To delegate appropriate tasks to more junior staff and supervise the execution of these tasks
- Client liaison
  - To liaise effectively with clients and collaborators and be the main contact for day-to-day aspects of a project
- Presentation and report writing
  - To be able , with minimal guidance, produce a report outline, to write individual chapters or an entire short substantive or technical report
  - To have gained experience in compiling and delivering external presentations
  - To deliver internal presentations where the opportunity presents itself
- Proposal writing,
  - To deal with speculative enquiries and to interpret requirements of a research specification
  - To be able, with minimal guidance, write sections of a large proposal, or an entire proposal for a simple or mid-sized project
- Project costing and financial management
  - To have a good understanding of how different project components are costed
  - To do costing for small-medium sized projects with guidance
  - To monitor costs and authorise invoices, highlight and discuss with more senior staff any possible discrepancies between budgeted and actual days spent (or likely to be spent) on different project tasks
- Sample design
  - To possess a good understanding of multi-stage sample design, response rates and sample size calculations
  - To specify a sample design to meet the needs of a simple research specification
- Questionnaire design
  - To recommend appropriate methods of data collection to meet research objectives
  - To be able, with minimal guidance, design complex questionnaires and specify programmes which take into account best practice and relevant respondent, operational or system constraints
- Survey implementation
  - To develop and organise questionnaire development and testing procedures, produce survey documents, prepare and deliver interviewer briefings
- Data Analysis
  - To possess a good understanding of use of percentages, means, standard errors, medians and confidence intervals

- To design, produce and interpret simple cross-tabulation analysis
- To have a basic understanding of statistical testing, and how sampling and weighting issues affect analysis
- To have a basic understanding of some of the advanced statistical analysis techniques available
- Staff management
  - To evaluate other staff's strengths and weaknesses and give objective feedback about other staff's performance to feed into appraisals
  - To line manage or be capable of line managing a direct report up to SRE level
- Organisational management
  - To make a contribution to YouGov's MEDIA strategic decisions mainly through participation in committees and working groups
- External promotion
  - To be aware of YouGov's public profile and to seek opportunities to attend conference, training, seminars or other external events that would provide attendees with intelligence about the research marketplace and help to build their specialist research knowledge
- To ensure client 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 client relationships and act with integrity at all times
- To operate with a strong commercial awareness in order to minimise exposure and ensure quality business is being generated and retained
- To ensure all reporting and management requests are accurate and delivered on time

#### 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

#### Personal attributes

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

#### Experience required

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

#### Education and qualifications

- Educated up to degree level in a relevant subject
- SPSS and Excel skills
- Basic-developing understanding
- 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.