

Research Manager

Department: Qualitative Consulting
Location: 50 Featherstone Street, EC1Y 8RT, Central London
Reports To: Consulting Head of Department
Hours: Full Time (37.5hrs)

Overall Objective

- A personable, confident, driven, self-starter
- To work alongside senior members of the team to build client relationships
- 3-5 years qualitative research experience
- Trained with a good qualitative agency and likely to be working agency side or client side
- Good commercial understanding of various sectors. Experience of financial services/ media / political/ public sector would be of benefit
- Key client contact on various projects
- To be able to manage simultaneous projects including international projects and international projects
- Passionate about new research techniques, and keen to walk with online methods alongside more traditional qualitative approaches.
- Busy, growing team.

Key Responsibilities

- Project management
 - To co-ordinate and manage several projects simultaneously
 - To be the person responsible for aspects of the project and be the key client contact and hence project manager
 - To delegate appropriate tasks to more junior staff and supervise the execution of these tasks (where relevant)
- Client liaison
 - To liaise effectively with clients and collaborators and be the main contact for day-to-day aspects of a project
 - All levels
- Discussion guide design
 - To construct a discussion guide independently
- Sampling
 - To have a good understanding of how sampling works in qualitative research and make recommendations for sample and recruitment
 - All levels
- Recruitment
 - Not a key responsibility but must be aware of the screening and recruitment process.
- Moderation
 - To be able to take the lead on moderation of all projects
 - Proficient at running groups, depths, accompanies shopping trips, Hall Tests etc.
 - Must be comfortable running viewed groups
- Qualitative data analysis
 - Able to demonstrate real intuitive insight, not superficial reportage
- Presentation and report writing
 - Proficient at writing reports independently and presenting
- Proposal writing
 - To take the lead in writing proposals and contribute new ideas, constructively challenge the client brief and offer constructive solutions
- Project costing and financial management
 - To be able to confidently cost out all projects and monitor project costs
- Staff management
 - Line management of more junior members of the team
- Organisational management

- To make a contribution to YouGov's policy and strategic decisions mainly through participation in committees and working groups

Skills required

- Excellent interpersonal skills
- Strong initiative, negotiation and influencing 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 qualitative MR projects (including client contact, project design, moderation and report writing)
- Experience of online qualitative research preferred (further training will be given)
- Wide knowledge of UK markets and sectors
- Strong depth and breadth of primary research, across methods and sectors

Education and qualifications

- Educated up to degree / HND level in a relevant 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.