

Research Manager, Omnibus (Full Time - 37.5hrs)

Location: 50 Featherstone Street, EC1Y 8RT, Central London

Overall Objective

This is a key role in a busy Omnibus and Field & Tab research team. You will be working closely with clients, developing and managing accounts and running complex projects. As well as research, you will be expected to proactively work on business development, as well as contributing ideas to and leading on the team's product innovations. You will need to be commercially aware, excellent at communicating (understanding clients' needs is key), have excellent English language and online research skills, and be able to take a wider perspective - understanding and promoting the whole of YouGov's research offer. You will also be expected to take a lead on managing the team's workloads whilst helping junior researchers to progress through appropriate delegation and provision of training.

Key Responsibilities

- **Sample design**
 - Wide understanding of sampling techniques and ability to design/ advise on sampling frames for fast-turnaround projects which fulfill the project's (and ultimately the client's) objectives
 - Understand offline methods well enough to be able to foresee issues with using online methodology and lead on arriving at creative solutions where appropriate.
- **Questionnaire design and management**
 - To be able to work independently to design complex questionnaires which demonstrate a deep understanding of clients' objectives, commercial awareness and the principles of questionnaire design
 - Where necessary, work with and manage research suppliers to achieve accurate data collection that is in line with YouGov methods, whilst keeping costs reasonable
- **Data Analysis**
 - To understand and implement the principles and practical use of statistics, ensuring accurate reporting of survey data. This includes understanding of how sampling and weighting issues affect analysis
 - Ability to constructively challenge clients' interpretations where necessary, recommending accurate, client-focused solutions, which enhance the client-YouGov relationship. This includes assisting junior team members with projects where they are having difficulty reaching a solution with their client
- **Presentation and report writing**
 - To be able to accurately report on and disseminate findings from data, through the medium of written reports, presentations and one-to-one/ group discussions
 - Compiling and delivering external presentations
- **Proposal writing**
 - To deal with speculative enquiries and to interpret requirements of a research specification
 - To be able, with minimal guidance, to write proposals in order to win projects
- **Subject knowledge**
 - To harness a wide range of commercial, cultural and topical issues in designing research
- **Project management**
 - To co-ordinate and manage different project tasks for multiple projects
 - 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 all aspects of more complex projects as well as account management
- **Staff management**
 - To line-manage up to 3 staff, managing their career and growth as a market researcher
- **Project costing and financial management**
 - To be proficient at costing Omnibus and fast turnaround field and tab projects (both domestic and global)

Experience required

- Experience of simultaneously running multiple MR projects (including client contact, survey design and report writing)
- Experience of (or a deep understanding of) online market research, as well as understanding of CAPI, CATI and PAPI techniques
- 5-6 years of experience in market research
- Strong depth and breadth of primary research, across methods and sectors

To apply, please send your CV and cover letter to vacancies@yougov.com