

Research Director, Consumer

Department: Consulting
Location: 50 Featherstone Street, EC1Y 8RT, Central London
Reports To: UK Commercial Director
Hours: Full Time (37.5hrs)

Are you an innovative individual with a proven background in research and business development? YouGov's Commercial team is looking to recruit a Consumer Consulting Director. If you believe you have entrepreneurial flair, ability to work in a team, innovative, love technology and are fearless then this is a great opportunity for you to come on board and complement our existing skills set within the team.

Overall Objective

- To maintain, service and take responsibility for the existing Consumer client base, and to manage and grow key client relationships
- To be active in the development of new business and sector growth
- To respond to briefs and project work and to deliver the work (with support as required from the research team)
- To manage research projects through the business
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Key Responsibilities

- Business development
 - To grow existing business
 - To have the ability to convert problems into projects
 - To advise and consult on business matters and issues
- Subject knowledge
 - To advise others on sector/subject issues and how they affect research design and a client's business
- Project management
 - To co-ordinate and manage different project tasks for large and complex projects
 - To advise and direct other project team members on the organisation of the project, set timetables and monitor progress, liaise and negotiate with line managers where conflicts of staff resources arise
 - To assist the Commercial Director with the monitoring of all projects in the group and provide advice when required
- Client liaison
 - To negotiate with clients and collaborators changes in a study's design, costs and timetable
 - To advise and direct on all aspects of client/collaborator liaison and take the lead in potentially problematic situations
 - To advise clients on new projects and build relationships with collaborators
 - To network effectively with potential clients through various means of opportunities such as conferences, industry groups and other events
- Staff management
 - As appropriate, to line manage individuals on a project by project basis and support their career development where appropriate including participating in appraisals
 - To assist the UK Commercial Director with decisions about staffing and the organisation of recruitment
- Presentation and report writing
 - To write complex reports for a variety of audiences, and clearly explain complex analysis, make good use of references to other research and draw out implications for clients
 - To write thought leadership papers and articles as appropriate
 - To prepare and deliver presentations that represent the company externally at conferences and seminars
- Proposal writing
 - To critically assess research specifications for potential worth to YouGov and determine feasibility of projects bearing in mind staff and interviewing resources
 - To secure research funding from a variety of sources
- Sample design
 - With support from the research team, to be familiar with key sample design issues including response rates and effect of non-response, boosted samples, effective sample sizes, impact of design on potential analysis
 - To be able to specify a sample design to meet the aims of complex research specifications
- Questionnaire design
 - To possess a thorough understanding of different data collection approaches and instruments
 - To be able to advise and direct others on all aspects of questionnaire design
- Survey implementation
 - To advise and support others with the design of questionnaire development and testing procedures, and the presentation and delivery of interview briefings

- Data analysis
 - To understand and interpret advanced statistical techniques and when to use them
 - To have a good understanding of design effects, and how sampling and weighting issues effect analysis
- Project costing and financial management
 - To assist the Commercial Director in the monitoring of the financial performance of the group's projects and to provide advice and guidance when projects seem likely to go over budget
- Organisational management
 - To assist the Commercial Director with the development and implementation of policies for the group and make a major contribution to the development and implementation of YouGov's policies in discrete areas (e.g.) by chairing committees and working groups)
- External promotion
 - To promote YouGov's work through talks at conferences, journal papers and membership of external committees, and to represent YouGov in the media through radio or television interviews
 - To develop a dissemination strategy for a study and build relationships with the research and policy community
- 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
- Proactive account management
- Strong business and commercial acumen
- Ability to deliver results, meet deadlines and manage time effectively
- Excellent client focus and handling skills
- Excellent written, oral and electronic communication skills
- A research agency background with a proven track record in developing and managing consumer sector related client accounts e.g. FMCG, Retail, Health & Beauty, Automotive, Travel & Tourism etc.

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
- 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
- Strong Excel skills
- 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.