

Senior Research Executive

Department: Qualitative Consulting
Location: 50 Featherstone Street, EC1Y 8RT, Central London
Reports To: Research Manager or Director
Hours: Full Time (37.5hrs)

Overall objective

- To assist in managing and conducting Qualitative research projects through the YouGov business.

Key responsibilities

- Be able to support and work alongside other members of the team to produce top class qualitative results for all our clients
- To co-ordinate and manage different project tasks
- To work with a range of clients from big media and consumer brands, to niche political organisations and charities
- To conduct fieldwork e.g. online focus groups and forums, ethnographic interviews, face to face focus groups and telephone depths.
- To confidently recommend appropriate questions and techniques in order to meet research objectives
- To take the lead on moderating smaller projects and assist in moderating larger projects
- To oversee/manage panel recruitment for research studies. This will involve helping to prepare screeners, uploading them onto the panel / putting them into field, choosing relevant respondents and monitoring responses.
- Be able to produce report outlines, writing individual chapters or an entire short, substantive report (Word and Power Point)
- To compile and deliver external presentations
- To deal with speculative cost enquiries and to interpret the requirements of a research specification.
- To contribute to proposal writing and assist with sections of larger proposals

Skills required

- Excellent interpersonal skills
- Ability to work on multiple projects at anyone point
- Strong initiative and influencing ability
- Good account management skills
- Ability to deliver results, meet deadlines and manage time effectively
- Excellent client focus showing commercial awareness and understanding
- Keen to learn YouGov systems and practices

Personal attributes

- Self-discipline
- Versatility
- Self-motivation
- Positive attitude
- Excellent organisational skills
- Professional attitude
- Passionate about new and online research techniques

Experience required

- Working on qualitative MR projects (including client contact, set up and project management, sample design, discussion guides, recruitment, moderation, analysis and report writing)
- Moderated depth interviews and some focus groups (using a range of techniques) and is keen to learn more and experiment with new and innovative techniques mixed in with more traditional approaches

- Online qualitative research preferred (further training will be given)
- Wide knowledge of UK markets and sectors
- Minimum of 2 years' experience in market research

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.

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