

## Senior Operations Executive

Department: Operations  
Location: New York  
Reports To: Omnibus Analysis and Sampling Manager  
Hours: Full Time (37.5hrs)

### Overall Objective

- To demonstrate an excellent understanding of the role of Operations as a service department and its functions within a Market Research company.
- To lead the team in providing those services efficiently and effectively.

### Key Responsibilities

- Technical skills
  - To possess an excellent understanding and level of proficiency in role specific software including; Desktop Reporting tabulation package, sample management systems, survey scripting, coding open end software, SPSS.
- Data analysis
  - To act as the main point of contact and co-ordinate (where necessary) Omnibus Analysis requests, handling the daily Omnibus Analysis requests, Field & Tab surveys and external data surveys.
  - To display a very good level of understanding of the weighting process
  - To have an excellent working relationship with the Omnibus research team to better understand their data requirements
  - To advise the Operations Execs on best practice in all elements of data analysis, including weighting.
- Coding
  - To show confidence handling all levels of coding projects, preparing and uploading the data, downloading and checking coding.
  - To communicate effectively with the coders, ensuring requirements are made clear and understood, responding quickly when something does not go to plan.
  - To demonstrate use of advanced features in Ascribe.
  - To monitor performance of coding team, whether part time external work or outsourced, flagging any quality or resource issues where required.
- Panel Care
  - To understand the workings of Zendesk, providing adequate cover where required.
  - To work with the team to resolve panel member issues or problems that require attention.
  - Take calls from panel members, assist them with their queries.
- Sampling
  - To demonstrate confident use of PanMan.
  - To be able to advise researchers on the type of link they will need for a survey.
  - Understand and run daily polling/Omnibus weekly schedule
  - Able to set up samples in PanMan ranging from simple to complex ad-hocs and trackers.
  - Use judgement to assess appropriate sampling strategy for a project.
  - To advise others in team, as well as researchers, on best sampling practise where necessary, always aiming for sampling strategies to be as efficient as possible.
- Feasibility
  - Able to advise on feasibility requests, learning what data we hold on panel members and how to find it, in order to send realistic estimates on sample achievement and timings to researchers.
  - Where required, use data available to establish sampling and weighting targets, as well the feasibility implications of these.
  - Able to advise researchers on cost per interview and able to respond to researcher's requests for Operations costings.
- Survey scripting
  - Able to script Oracle survey in Gryphon, test link and set survey live
- Mentoring
  - To demonstrate leadership among the team and provide support/training to any of the more junior members.

### General

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- To ensure all reporting and management requests are accurate and delivered on time
- To ensure both internal customer and panel 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 customer relationships and act with integrity at all times

#### Skills required

- Excellent interpersonal skills
- Ability to learn new skills quickly through both structured training and self managed on the job practice.
- Strong initiative and influencing skills
- Problem solving, analytical and numerical skills
- Expectation management: Prioritise, manage, organise and satisfy
- Develop business and commercial acumen
- Ability to deliver results, meet deadlines and manage time effectively
- Excellent customer focus handling skills
- Excellent written, oral and electronic communication skills

#### Personal attributes

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

#### Education and qualifications

- Fluent written and spoken English
- Educated to degree level

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.

Please send your CV and covering letter to [saqi.sheikh@yougov.com](mailto:saqi.sheikh@yougov.com)