

## Associate Director - Key Accounts - Quantitative

We are looking for a highly experienced and analytical person to join our custom research team as an associate director. The primary role of Associate Director - Key Accounts is to **independently manage** portfolio of projects from major accounts. The role involves **day-to-day client management, hands-on research delivery and ongoing consultative process** to achieve high degree of client satisfaction. Furthermore, they show understanding of the **bigger picture** commercial/business aspects of YouGov and help cross sell projects and products by anticipating client's future needs. The role will have a high degree of independence in terms of operations and play in key role in **team development/mentoring**.

### Key Responsibilities

- **Project management & client servicing**
  - Be the key client contact and person responsible on any given project – to liaise effectively with clients and collaborators, keeping them informed of project progress and building relationships
  - Co-ordinate and manage several full life cycle projects simultaneously. Draw up project plans with detailed schedules for all aspects of each project, resource and timelines for each project and for the entire portfolio of projects for client.
- **Project design**
  - Anticipate client briefs independently and understand what information is required from clients for proper project design - demonstrate ability to confidently and competently challenge the client brief and make recommendations to clients
  - Independently design complex studies – be able to confidently identify/recommend optimal methodologies and sampling frames to meet client objectives
  - Produce effective questionnaires for more complex projects independently
- **Analysis & reporting**
  - Lead de-briefing/brainstorming workshops following fieldwork to fuel the analysis process and help more junior colleagues improve their analysis skills
  - Demonstrate real intuitive insight, not superficial reportage, ensuring analysis and interpretation of results fulfils clients' core objectives
  - Be proficient at independently interpreting data and writing insightful reports that make actionable, business-oriented recommendations
  - Work collaboratively with colleagues to ensure the proper high-quality integration of quant-qual and field work

### Skills required

- Excellent interpersonal and relationship development skills
- Organized with great project management skills and attention to detail
- Highly analytical and in-love with statistics as a way of storytelling. Be comfortable with statistical tools and methodologies.
- Ability to plan and execute multiple tasks - prioritizing effectively and meeting deadlines
- Excellent written, oral and electronic communication skills in English and ideally Arabic – clear and organized writing style with a good working knowledge of English grammar and spelling a must as well as the ability to synthesize complex findings into clear research stories
- Loves technology and is not afraid to explore and work with new systems

### Experience required

- Minimum of 5-6 years Quantitative research experience. Experience in tourism, travel or leisure sector is desirable
- Ideally trained from within a good Quant agency (agency-side experience)
- Commercial understanding of sectors especially tourism
- Be able to manage simultaneous projects (including online, offline, international and multi-mode projects)

### Education and qualifications

- Educated up to at least degree level, masters preferable