

Business Development Manager

Department: Omnibus(Omnibus, Field & Tab and Mobile research products)
Location: YouGov KSA(Jeddah or Riyadh) and YouGov Egypt(Cairo)
Reports To: Head of Real Time Research
Hours: Full Time

Overall Objective

- To develop new business from both existing and particularly new clients in the delegated regions.
- To assist in maintaining, servicing and taking responsibility for the existing client base, and to be involved with the management of key client relationships.
- To support the Head of Department in the development of new business and marketing initiatives

Key Responsibilities

- Sales and promotion
 - To agree targets, both financial and structural (i.e. organisation specific), with the Department Head and deliver on these targets
 - To sell and promote Omnibus products to new clients.
 - To run a well-structured sales process from lead generation to account management.
- Client liaison
 - To advise and direct on aspects of client/collaborator liaison where applicable and take the lead in solving potentially problematic situations
 - To advise and build positive relationships with clients on new projects
 - To network effectively with potential clients through various means of opportunities
 - To attend events and conferences which will help increase our sales network and generate leads.
- Proposal writing
 - To ensure the most effective solution (to the client) and most profitable solution (to YouGov)
- Subject knowledge
 - To advise others on commercial/policy subject issues and how they can potentially affect research design and the client's business
 - To react to and work with the Head on issues in the sector(s) which present YouGov with new business opportunities
- Presentation and report writing
 - To oversee and deliver presentations of our work, which provide clients with the insight and data which they require
- Organisational management
 - To contribute to the wider management of YouGov as required
- 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 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 generated and retained.

Skills required

- Strong business and commercial acumen
- Good presentation skills
- Excellent interpersonal skills
- Strong initiative, negotiation and influencing skills
- Problem solving, analytical and numerical skills
- Proactive account management and sales focus
- Ability to self-organise and self-manage to achieve business development targets
- Good client focus and handling skills
- Good written, oral and electronic communication skills

Personal attributes

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

Experience required

- Targeting and management of potential clients with a professional services offer (ideally research based)
- Excellent track record of sales performance

Education and qualifications

- Educated up to at least degree level from a good university
- Fluent written and spoken English

The YouGov Values

We are proud of our values – they shape the behaviours that YouGov feel are important to unite people through a collective belief. We look for people that can demonstrate commitment to these values, and who will join us and engage with us to achieve our mission to find out what people are thinking all over the world, all of the time.

We are FEARLESS

- We are ambitious pioneers in our industry
- We look for better ways of doing things
- We like change and we are constantly in motion

We love TECHNOLOGY

- We are digital natives
- We embrace new technologies and methodologies
- We are ahead of the game and smart with software, tools and expertise

We are ACCURATE

- Accuracy is at the heart of what we do
- We are first, we are precise, we are confident

We are a TEAM

- We are dedicated to our people and work across borders, as one team
- We engage with our panel
- We are committed to and focussed on our clients

We are ENTREPRENEURIAL

- We are committed to making profit and having fun
- No idea is too small or challenge too big
- We contest the norm and seek out fresh thinking

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.