

### Senior Research Executive

Department: Custom Research  
Location: #302 Cayan Business Centre, TECOM 3, Dubai, UAE  
Reports To: Research Director  
Hours: Full Time

#### Overall Objective

- To deliver high quality research that meets the needs of clients
- To maintain, service and develop client relationships

#### Key Responsibilities

- Subject knowledge
  - Good knowledge of key policy/subject issues and their implications for research design
- Project management
  - To co-ordinate and manage research tasks for projects of varying complexity either independently or as part of a team.
  - To set timetables, monitor progress and suggest appropriate actions when timetabling problems arise
- Client liaison
  - To liaise effectively with clients and collaborators and be the main contact for day-to-day aspects of a project
- Presentation and report writing
  - To be able to produce high quality and accurate research reports in MS Word and PowerPoint
  - To have gained experience in compiling and delivering external presentations
  - To deliver internal presentations where the opportunity presents itself
- Proposal writing
  - To deal with speculative enquiries and to interpret requirements of a research specification
  - To be able to write sections of a large proposal with minimal guidance, or an entire proposal for a simple project
- Project costing and financial management
  - To have a good understanding of how different project components are costed
  - To do costing for small-medium sized projects with guidance
  - To monitor costs and authorise invoices, highlight and discuss any possible discrepancies between expected and actual project budgets to senior staff
- Sample design
  - To possess a good understanding of multi-stage sample design, response rates and sample size calculations
  - To be able to specify a sample design to meet client needs
- Questionnaire design
  - To recommend appropriate methods of data collection to meet research objectives
  - To be able, with minimal guidance, to write questionnaires to meet research objectives
- Survey implementation
  - To monitor fieldwork progress to ensure any quotas are met and the survey runs according to timetable
  - Able to liaise with fieldwork teams when necessary and proactively and effectively address and manage any unexpected difficulties with minimal guidance

- Data Analysis
  - To possess a good understanding of the use of percentages, means, standard errors, medians and confidence intervals
  - To design, produce and interpret simple cross-tabulation analysis
  - To have a basic understanding of statistical testing, and how sampling and weighting issues affect analysis
  - To have a basic understanding of some of the advanced statistical analysis techniques available
- External promotion
  - To be aware of YouGov's public profile and to seek opportunities to attend conference, training, seminars or other external events that would provide attendees with intelligence about the research marketplace and help to build their specialist research knowledge
  - 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

#### **Experience required**

- 3-5 years' experience in Marketing Research
- Experience of day-to-day running MR projects (including client contact, survey design and report writing)
- Experience of online and offline market research
- Strong depth and breadth of primary research, across methods and sectors

#### **A preferred candidate will have...**

- Experience in or understanding of issues involved in Tourism, Travel, Leisure & Entertainment sectors
- Understanding of the Middle East market, particularly GCC countries
- A proactive attitude to make things happen
- A strong sense of urgency and the ability to execute quality work under time pressure
- Strong written and oral communication skills

#### **Education and qualifications**

- Bachelor's degree or equivalent in a relevant subject
- SPSS (preferred) and Excel (required) skills
- Strong experience and capabilities with PowerPoint and MS Word
- 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](mailto:vacancies@yougov.com)