

Content Producer

Title: Content Producer
Department: Innovations
Location: London Head Office
Hours: 3-month internship, full time hours (37.5hrs per week)

Role description

The key role of the Content Producer is to creatively promote YouGov research and products specifically through the CoProducer project. CoProducer is YouGov's crowd-sourced feature filmmaking project involving the YouGov panel as decision-makers. This position will work in collaboration with the panel, marketing and filmmaking teams, and the CEO's office, and sit as part of the filmmaking team.

Key Responsibilities

- Discussing, brainstorming and planning the CoProducer project's core message with colleagues
- Writing copy
- Writing surveys
- Executing panel engagement activity for the project
- Coordinating the administrative aspects of the project
- Managing social media engagement for the project
- Assisting the In-House Filmmaker with film production tasks (CoProducer and other projects)

Skills required

- Have high attention to detail
- Copywriting skills
- Understanding of social media
- Communication skills across departments and organisation levels
- External relationship building
- Good interpersonal skills
- Be able to work to strict deadlines
- Be able to deal with criticism
- Experience in a customer/public-facing role (either online or face-to-face)
- Some familiarity with editing software/operating a camera is desirable but not essential

Personal attributes

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

Education and qualifications

- Ideally a graduate with a degree in one of the following: English, media, journalism, marketing (or a related subject).
- Fluent written and spoken English

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

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.