

Brand South Africa aims to contribute to the objectives of the National Development Plan (NDP) by managing South Africa's Nation Brand reputation in order to improve the country's global attractiveness and competitiveness.

#### Job Details

**Job Title:** Research Manager  
**Department:** Marketing and Communications  
**Reporting to:** General Manager: Research  
**Salary:** R767,067.00 (TCTC per annum)

#### Job purpose:

The Research Manager will work directly with the GM: Research in conducting cross industry secondary research on a variety of business and technology related topics utilising a number of sources, internal and external, paper and electronic, including web-based and online databases. Responsible for the day-to-day management of projects, and internal processes of the Research Unit. Works with the GM Research to extract key research insights, packaging and dissemination of such through relevant digital content pieces, research internal analysis, research updates, and research reports.

#### Minimum Requirements:

- Post Graduate Degree in Research /Political Science/ Economics/Sales and Marketing or equivalent.
- 5-7 years of experience in a Research, Marketing and Communications Environment.

#### Key Performance Areas:

##### **1. Participate in the development of Brand South Africa Business Strategy**

- Contribute input into the overall conceptualisation and development of the Brand South Africa business strategy.

##### **2. Develop, Implement and Manage Brand Intelligence Strategy**

- Contribute to the development of the brand intelligence/environment analysis strategy, ensuring alignment with the overall Brand South Africa strategy and resource plan (budget & human).
- Support the strategic and brand planning processes domestic and internationally for Brand South Africa.
- Conceptualisation, development and writing of new reports and analytics that tie the organisation's data to specific marketing decisions and problems. Extract research insights and formulate relevant digital, infographic, media articles to disseminate findings in public.
- Marketing/Business Planning - Support the brand planning/strategy process to ensure robust marketing intelligence and forecasting to facilitate decision marketing. Maintain and update all data tables relevant to strategic planning, country performance (reputation, competitiveness, economic), quarterly and annual reports.
- Manages the identification, reporting and analysis of internal and external sources of competitive intelligence in the marketplace.
- Write short and/or long-term business/brand plans identifying business objectives, strategies, key initiatives and performance measurements by using insights collected from situation assessment, marketplace information, etc. in order to support division/region portfolio and brand growth targets.
- Supply research information and data for an enhanced South African brand image in local and international communication environment.
- Develop, with General Manager Research (international & domestic; political, economic & social environment analyses) market forecasts for all marketed and planned products based on robust market analysis, including target market segmentation, market access, marketing programs and competitive intelligence, dashboards/trackers, trend and performance reporting.
- Design primary and secondary brand and portfolio market research efforts. Supports Strategic Marketing teams and stakeholder teams to build capabilities and processes.
- Develop the insights required for communication briefs for use by marketing in order to generate concepts for effective execution of marketing programs and objectives.

### 3. Research and Development

- Interacts extensively with all areas of the business particularly marketing project management and stakeholder management to develop new ideas for sub brand research.
- Continuously develop strong research and analytical skills, industry contacts and sector knowledge.
- Research and Development to develop new sub brand improvements and brand priorities (e.g. Trade & Investment, Sport) and align to national priorities.

### 4. Collaborate with Marketing Intelligence/Market Research Teams

- Ensure strong collaboration with Marketing Intelligence/Market Research teams to ensure synergies and best practices.
- Ensure optimal use of resources with synergies.

### 5. Stakeholder Relations

- Provide stakeholder (internal and external) service which is responsive, intelligent and professional.
- Serve as the critical point person with stakeholders (internal and external): receive and document requests for data, queries and analytics; answer questions; and follow-up with clients after data and analytics are delivered to ensure stakeholder needs are met.
- Arrange and conduct periodic stakeholder or sub brand immersions and to get a sense of the landscape environment.
- Undertake, synthesize, package and present brand and portfolio market research efforts according to the needs of stakeholders (internal and external).
- Conduct in-depth reference interviews with stakeholders to identify key questions to be addressed by the research as well as the nature and purpose of the deliverable.

### 6. Planning and Organising

- Oversee preparation monthly and quarterly management reports (on content, financial, resource utilisation, etc).
- Assist the General Manager: Research & Chief Marketing Officer in preparing presentations for stakeholder engagements and relevant meetings.
- Delegate work assignments and tasks to appropriate individuals, providing sufficient direction so desired business outcomes can be achieved.
- Provide leadership, direction and coaching to achieve work objectives and improve performance and skills.
- Develop and maintain South Africa focused information & research portal with General Manager: Research

### 7. Financial Management/oversight and compliance

- Budget planning and allocation for research projects and monitor expenditure in accordance with strategic objectives and ensure compliance with relevant policies.
- Manage financial resources cost effectively.

### 8. Staff Management

- Delegate work assignments and tasks to appropriate individuals, providing sufficient direction so desired business outcomes can be achieved.
- Implement the Brand SA policies and procedures as required.
- Provide direct reports with leadership, direction and coaching to achieve work objectives and improve performance and skills.
- Build and manage relationships with staff members.
- Manage risks and address issues as they arise.
- Performance Management - ensure that team members achieve their Performance Objectives as per individual agreements.
- Staff Development, motivation and training.
- Recruit respective staff and select.

### Required Technical Skills, Competencies and Attributes:

- Developing and articulating a research strategy (insight generation, model development, analysis, monitoring).
- Brand/System Contribution: Knowledge of the concepts of brand and system contribution and ROI. This includes an understanding of the drivers that influence each and how to apply the concepts when preparing business plans and rolling estimates, evaluating projects and making day-to-day decisions.

- Marketing Innovation: Ability to identify and develop innovative concepts, models and tools to create a proprietary knowledge, analysis and competitive advantage for Brand South Africa.
- Ability to direct research, analyse and interpret data into intelligence and insights to inform the development of content.
- Ability to manage, design qualitative and quantitative research projects and to interpret & analyse findings.
- Writing and analytical skills critical to job profile delivery. Ability to analyse multiple sources of research data, interpret findings, and package these in relevant digital formats, infographics, research internal analysis pieces, research updates, research reports and relevant media articles to communicate findings.
- Research software and tools.
- Analytical skills to extract insights and package findings for public communication/dissemination.
- Advanced MS Office (Word, Excel, PowerPoint).
- Financial management.
- Marketing.
- Presentation & public speaking skills.
- Project Management.
- Stakeholder Relations.
- Budgeting Skills.
- Analytical.
- Knowledge management.
- Planning Ability.
- Systems thinking.
- Above average Verbal Communication.
- Above average Written Communication.
- Staff Management.
- Self-Management.
- Attention to Detail/Accuracy.
- High energy and drive.
- Teamwork.
- Disciplined.
- Creativity.

Brand South Africa is committed to ensuring and maintaining workplace diversity and the attainment of employment equity, having due regard to qualifications and appropriate experience. Please include certified copies of ID, and qualifications not older than 6 months and contact details of at least 3 referees. Failure to provide the duly required certified documents, will result in your application being disqualified.

Brand South Africa encourages applications from people living with disabilities , as well as African Males, Indian Males, Coloured Males and Females and White Males and Females.

The closing date for applications is **31 January 2020**.

This position is subject to competency assessments. Brand South Africa retains the right not to employ.

Email CV to: [HR@phakipersonnel.co.za](mailto:HR@phakipersonnel.co.za)

If you have not heard from us in three months, please consider your application unsuccessful.

