

ANALYTICS SPECIALIST x 2

An exciting opportunity exists for an Analytics Specialist at South African Tourism's Head office in Sandton. This position reports to the Head: Analytics within the Strategy, Insights and Analytics unit. If you possess the required skills, experience and are an energetic team player interested in joining a dynamic organisation committed to developing a better South Africa, we invite you to apply.

- Manage the execution of tracking projects as per the laid out plans for conformance to project plans and data accuracy standards
- Investigate data collection and analytical methodologies to generate rich information that will ensure strategic impact
- Analyse data related to tourist behaviour, trade landscapes, industry/competitive trends, etc. in the focus subject area
- Develop regression models that can give predictive analytics on the short term outlook performance of the tourism industry
- Recommend and implement appropriate data modelling solutions to address business requirements and ensure that the models are implemented and understood correctly within the business unit and industry
- Investigate data collection methodologies to ensure the use of reliable and multiple data streams to address business requirements
- Present data-driven narratives to derive insights and direct the organisation's strategy
- Recommend and implement appropriate data modelling solution to support insights that will address business requirements
- Communicate and report on research information to the relevant internal and external stakeholders, in a timely and efficient manner
- Provide relevant data from the different analytics streams to inform planning processes
- Develop a wide knowledge bank of tourism trends, tourists behaviour, and various segmentations (for instance, business, leisure etc.) present in the industry and use them for research processes in the organization
- Design and develop new data products that lead to improving big data capability within the organisation
- Lead the integration of various data streams that are available within the organisation to ensure comprehensive synthesis of the analysis
- Provide thought leadership for research and data science

QUALIFICATIONS AND EXPERIENCE

- Bachelor's Degree in Mathematics or Statistics or any relevant field



- 1-2 years of experience in market research and/or complex data analytics field.
 - Knowledge: Research processes; quality assurance
 - Skills: Analyses; problem solving; communication; planning and organizing
Attributes: Attention to detail; process improvement; innovation; investigative orientation; resilience; rule orientation; teamwork
Visit us @ www.southafrica.net
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Detailed CV to be sent to : insightsanalytics@southafrica.net

Closing date : **19 January 2018**

Should you have not heard from us within two weeks after the closing date,
kindly consider your application unsuccessful.
No late applications will be accepted.

