HEAD: DATA ANALYTICS

An exciting opportunity exists at our Head Office in Sandton, to join our Insights and Analytics business unit as Head: Data Analytics reporting to the Chief Strategy Officer (CSO). We invite applications from individuals who possess the required skills and experience.

Purpose of the Role

The Head of Data Analytics will lead SA Tourism's data analytics strategy, drive data-related business programs in an aggressive effort to transform and revolutionise SA Tourism into a data and analytics-driven entity. The ideal candidate will further assist SA Tourism in its positioning as Tourism Industry thought leader through the management and oversight of the company's data analytics operations, transforming data into business value and insights, and drives data-related business challenges not only in SAT but also the tourism ecosystem. This role will further entails playing a strategic advisory role to the sector by providing data, insights and innovative ideas that will inform the strategic direction of SA Tourism, as well as evaluating the performance of the organisation against the set targets and objectives.

Key Performance Areas:

Analytics Development and Execution

- Building analytics capabilities and business intelligence initiatives by assessing current state of data and analytics capabilities, developing an analytics strategy, working collaboratively with the DigiTech BU to develop data infrastructure, and TE BU to create and executing a product development roadmap that will assist with MIF.

- Revolutionise our current data collection methods through innovation and use of technological advancements.

- Establish thought leadership regarding new approaches and the development of the analytical community to support business growth and objectives.

- Analyse customer product consumption in all our markets.

- Actively or lead the develop effective data architecture requirements to support analytical activities.

- Spearhead new analytical processes and modelling to enable drive actionable insights

- Work successfully with unstructured and real-time data across the organisation

Analytics Reporting
- Report to business unit heads and management on interpreted data results to use in critical decision making and strategic planning.

- Coordinate on-going customer service monitoring surveys: data collection, data analysis; and developing and distributing monthly reports for internal and external consumption.
- Coordinate with operating units and survey vendors to conduct annual satisfaction and consumer surveys within time frames outlined in work plans: obtaining survey samples and summarising results.
- Assist with the design, development, implementation, analysis, and reporting of traveller satisfaction surveys.
- Develop market reports for SA Tourism and the various business units.
- Oversee and manage the execution of special studies and develop data and information, assessment and recommendations as requested by the business.

Strategic Advice and Support
- Use data as well as research and generated insights to advise the Executives and Business Unit Heads on the impact of industry, market trends and intel on the strategic direction of the organisation.
- To further provide data and research intelligence to key stakeholders, industry partners and government agencies (Act as Research and Insights Champion in the industry and sector).
- Oversee and manage the development and refinement of the Marketing Investment Framework (MIF).
- Develop and manage the BUs AOPs and DOPs.
- Collaborate with the other BU heads in driving business and digital transformation using data and digital tools.
- Work closely with third party vendors to drive innovate solutions to optimise data mining.
- Provide thought leadership for research and data science.
- Maintain a good knowledge of relevant analytical and statistical techniques
- Lead the Integration of various data stream that are available within the organisation to ensure comprehensive synthesis of the analysis.

Continuous Business Improvement
- Review data and identify opportunities to drive continuous operational efficiency and business improvement.
- Manage the implementation of specific productivity improvement strategies and initiatives, including service delivery improvement initiatives.
- Manage the development and implementation of an institution wide knowledge management system.

Stakeholder Engagement and Communication
- Establish and maintain relationships with key stakeholders and business unit heads (including line management) to promote the South African brand through collaboration and partnerships.
- Communicate and engage employees on strategic directions and decisions taken by the business.
- Interface with business unit heads and line managers to understand strategic and functional business needs, and monitor and measure the services provided to the business.

People Management
- Manage business unit performance against set target, KPIs and metrics.
- Define and cascade people performance objectives.

Participate as an active member of the SA Tourism management team
- Operate within delegated authorisations.
- Adhere at all times to the values of the SA Tourism.
- Prepare monthly EXCO and quarterly Board reports and make presentations as required.
- Actively participate in management meetings, committees and relevant governance structures and provide comments/opinions.
- Positively support the implementation of all management decisions.

Qualifications and Experience
- B.Sc. Data Science, Big Data and Analytics or Applied Mathematics Honours, B.Com. Information Systems Honours
- M.Sc. Data Science, Big Data and Analytics or Applied Mathematics.
- PhD in Applied Mathematics, Data Science, Data Analytics will be an added advantage.
- 8-10 years' experience in data science, data analytics and research or a related field, of which 5 years should be in management position.
- Previous experience in managing an Analytics/ Research Department is essential.
- Ability to develop use algorithms and develop statistical models to analyse and draw inferences from data patterns.
- Deep understanding of 'R' programming languages as well as fair knowledge of others like HTML, python, Java Script, SQL,

Professional Certification and Membership
- Professional certification with related Institutions

Knowledge and deep understanding of:
- Deep understanding and passion for technology like machine, deep learning, Artificial Intelligence and VR technologies and applications.
- relevant legislation and regulatory requirements i.e., PFMA, Treasury Regulations and Frameworks on performance information and strategic plans as well as government priorities and imperatives.

Visit us @ www.southafrica.net

Please send your detailed CV to : **hr@southafrica.net**

Closing date : **30 June 2022**

No late applications will be accepted.

Should you not hear from us within two (2) weeks after closing date, kindly consider your application unsuccessful.