



Inspiring new ways

REGIONAL INSIGHTS SPECIALIST

An exciting opportunity exists at our Head Office in Sandton, to join our Insights and Analytics business unit as Regional Insights Specialist reporting to Head: Insights. We invite applications from individuals who possess the required skills and experience.

Purpose of the Role

To deliver tourism trends and insights that will ensure that South African Tourism (SAT) as an organisation is considered a thought leader to the tourism sector. This role will also make sure that key reports are shared with relevant stakeholders to allow them to make meaningful business decisions that will assist the tourism sector to grow by stimulating the economy and contribute to GDP as well as job creation.

Key Performance Areas:

Insights and Strategy

- Develop detailed and complete, business unit, country and regional hubs insights that will help optimise organisation marketing operation in the region.
- Own the delivery of insights and business intelligence of the region and make recommendations that will ensure the region contributes immensely to the overall organisational annual and 5-year target.
- Monitor and track, on an ongoing basis, the performance of the region against its KPI as detailed in each annual business plan and highlight any deviation and suggest corrective measures.
- Understand country and regional business requirements and advice the team with the best way to fulfil these with data and tools available in the organisation.
- Ensuring that market execution plans and market strategy efforts in the country and regions are in line with organisational mandate and brand.
- Collect benchmarking insights among our key competitor destinations for comparison and learning purposes

Insights Innovation

- Form part of the regional research projects across the region in order derive meaningful insights.
- In close collaboration with the Analytics team, analyse and provide relevant insights that explains some of the trends for the routine reports.
- Continue to look for new and innovative ways that will empower the organisation with cutting edge insights for the region.
- Collect customer product consumption in market by analysing and interpreting multiple data sources to derive meaningful and actionable insights.

Stakeholder Engagement and Communication

- Establish and maintain relationships with key stakeholders to promote the South African brand through collaboration and partnerships
- Communicate and engage countries and regions on strategic directions and decisions taken by the business.

Project Management

- Experience in project management of Insights Activators, Consumer Segmentation, Trade Research and other ad-hoc in market research initiatives.

Qualifications and Experience

- Degree in Statistics, Market Research, Data Analytics, Data Science, Mathematics, Economics (including economic modelling) or a related quantitative field.
- 7 - 10 years' experience in research or a related field
- Proven track record of working with data to develop innovative data products and capabilities and extract actionable insights.
- Experience in writing business reports.
- Expert knowledge of statistical modelling and data collection methods.
- Experience in dashboard creation (will be beneficial)

Knowledge and deep understanding of:

- Research processes; quality assurance; insight processes
- Skills: Analysis; problem solving; communication; planning and organizing; presentation skills
- Attributes: Attention to detail; insightful thought process; process enhancement; business orientated approach; customer service; innovation; resilience; investigative orientation; rule orientation

Visit us @ www.southafrica.net

Please send your detailed CV to : insightsanalytics@southafrica.net

Closing date : **31 October 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.