

**RESEARCH ANALYST
HIRT & CARTER
DURBAN**

CORE PURPOSE OF THE JOB:

The Research Analyst will work collaboratively with the team, developing knowledge based on projects - using research; market and data analytics as well as shopper / consumer information to form recommendations to enable informed decisions.

KEY PERFORMANCE AREAS:

- Conduct and analyse qualitative and quantitative research and analyse large datasets
- Ability to configure raw data into a usable format for stakeholder interpretation
- Manage and support day-to-day analytics requirements by ensuring solutions are accurate
- Generate consumer-centric reporting to excavate insights
- Actively participate in scoping and investigation phases to identify potential data sources, data formats and integration opportunities

QUALIFICATIONS / EXPERIENCE:

- Relevant tertiary qualification with at least 5 - 7 years' experience in a Marketing and Retail environment preferable
- Exposure to a creative design environment as well as considerable knowledge of the retail market/point of purchase industry will be beneficial
- Skills in project management and marketing management would be advantageous
- High level computer skills

BEHAVIOURS & ATTRIBUTES:

- Leadership skills
- Understanding of people, management processes, and customers' needs
- Strong communication skills
- Excellent presentation skills
- Team player

The advert has minimum requirements listed.

Management reserves the right to use additional / relevant information as criteria careers@hirtandcartergroup.co.za

Closing date for applications is Tuesday, 25th January 2022.