

**RETAIL TREND ANALYST  
HIRT & CARTER  
DURBAN**

**CORE PURPOSE OF THE JOB:**

The Retail Trend Analyst is responsible for identifying, capturing, analysing, and interpreting a combination of in-trade data, open-source and supplied research data, and general industry trends, to provide valuable insights and recommendations via a systematic and robust reporting program to enrich and bolster creative efforts within the company.

**KEY PERFORMANCE AREAS:**

- Monitor and analyse trends in the South African retail industry, including both formal and informal sectors
- Conduct intensive field research across all retail channels in the South African commerce landscape
- Conduct daily online trend research around "blended retail," including retail innovation, best practice, technological advancements, and digital integration retail both locally and abroad
- Conduct targeted research into global trends with a focus on in-store, digital, and technology innovation
- Consolidate, analyse, and report on incoming data streams from ongoing online research in best practices and relevant trends from abroad
- Analyse collected and supplied data to create credible and informed research reports
- Distill and consolidate key findings from various research streams into a monthly trade report

**QUALIFICATIONS / EXPERIENCE:**

- Relevant tertiary qualification in Business, Commerce or Marketing with at least 1 to 2 years' experience in a similar environment
- Previous exposure to a creative design, marketing and advertising environment and an understanding of the retail market is advantageous
- A background in project management and marketing management would be advantageous
- Valid driver's license and own transport to conduct field research

**BEHAVIOURS & ATTRIBUTES:**

- Entrepreneurial mindset and have critical thinking skills
- An intuitive understanding of creative skills for the development of presentations and layouts
- Strong communication and inter-personal skills
- Good business sense and sales ability with strong presentation skills
- Great collaborative skills, rigorous analytical skills, and strong creative drive

The advert has minimum requirements listed.  
Management reserves the right to use additional / relevant information as criteria.

Email: [careers@hc.co.za](mailto:careers@hc.co.za)

**Closing date for applications is Wednesday, 5<sup>th</sup> March 2025**