



BUREAU  
of Market Research

BUREAU OF MARKET RESEARCH (PTY) LTD  
UNISA MUCKLENEUK CAMPUS  
PRETORIA GAUTENG

RESEARCHER

(Ref: BMR/01/2022)

Applications are invited for suitably qualified persons for a permanent research position at the Bureau of Market Research (Pty) Ltd. The successful applicant will be subjected to a 6-month probation period. The BMR is currently implementing a work-from-home policy which will require the successful candidate to be flexible and work independently.

### About the Bureau of Market Research (Pty) Ltd

The Bureau of Market Research (Pty) Ltd (BMR) is a wholly-owned subsidiary company that conducts market research to transform society and to develop the knowledge economy of South Africa. The BMR conducts applied quantitative and qualitative research in the household and business sectors of South Africa with a key focus on economic, household wealth, demographic, behavioural and communication, youth, neuroscience and market intelligence and BigData research. Against this brief background, applications from suitably qualified applicants are awaited to help us accomplish our vision ***towards shaping market research and transforming society.***

### Purpose of the job

- Manage and support market research projects across different areas.
- Conducting market research using multiple data collection, analysis, and modelling techniques.
- Interpret research results and draw strategic inferences and conclusions.
- Preparation of timely and accurate research reports and presentations in accordance with research requirements.
- Identification of finance opportunities, preparation of research proposals and tenders.
- Participate in and undertake research stakeholder and community engagement activities and support the development and enhancement of customer relations and networks in terms of sound governance and sustainable business practices.
- Contribute to achieving the vision, strategic and operational goals of the Bureau of Market Research (Pty) Ltd through the above-mentioned activities.

## Post specific requirements

### Qualifications

- Honours Degree in Commerce, Management/Business Management, Business Administration/Economics/Accounting, Econometrics, Data Science, or equivalent qualification in a related field.
- Applicable academic qualification at NQF level 8.
- Enrollment for a master's degree will be an advantage.

### Competencies

#### *Research Experience*

- At least three (3) years' experience in market research.
- Proven experience in applied (practical) market research (project tendering, procurement, contracting, development, implementation, monitoring and evaluation).
- Experience in conducting market research in area of specialization (i) demographic or (ii) economic or (iii) household wealth or (iv) behavioural and communication (consumer neuroscience or youth) research or (v) market intelligence.
- Good understanding of multiple data collection, analysis, and modelling techniques.
- Participation in a number of research reports and presentations with strategic intent and transformative in nature.

The candidate must prepare a research statement of not more than 2000 words. Where applicable, the statement must deal with:

- The candidate's involvement/approach in research, his/her research goals as well as a detailed description of his/her research profile.
- The candidate's involvement in commissioned market research projects.
- Evidence of management and involvement in research project accounts of approximately R1.0 million per annum.
- The candidate's ability to generate third-stream income from market research projects.
- The candidate's approach to foster a research-centred approach.
- The extent to which the candidate makes use of research technology.

#### *Research Stakeholder and Community Engagement Experience*

- Participation in research stakeholder and community engagement.
- Willingness to participate in relevant research committees including task teams, voluntary associations, and company boards.
- Evidence of membership of at least one relevant professional association or learned society.

#### *Basic ICT Knowledge and Skills*

MS Office Suite such as MSWord, PowerPoint, Data analysis software (i.e., Excel, SPSS), MS Outlook, as well as other software programmes that are relevant to market research.

## ***Abilities***

- Ability to work under pressure and meet deadlines.
- Ability to plan and manage projects effectively.
- Ability to deal with differences of opinion and contradictions.
- Analytical thinking that could be applied in identifying research problems in the discipline.
- Problem solving abilities.
- Abstract thinking.
- Logical thinking.
- Excellent conceptualising abilities.
- Innovative and creative abilities.
- Demonstrated ability to work effectively as a part of a team and follow instructions from a senior staff member.
- Ability to deal with research modelling and analysis.
- Ability to generate third-stream income from commissioned market research projects.

## ***Skills***

- Good interpersonal and social skills.
- Good written and verbal communication skills.in English.
- Good data analysis, modelling, wrangling and visualization skills.
- Good research IT (Information Technology) skills.
- Good presentation skills.
- Good networking and client engagement skills.

## ***Personality***

- Open to new experiences/challenges.
- Conscientious.
- Self-disciplined.
- Emotionally stable.
- Accountable.
- Strongly motivated to achieve.
- Passionate for the research profession.

## ***Stakeholder Liaison***

### **Internal**

- Unisa (Parent Company).
- Unisa Enterprise (Holding Company).

### **External**

- Professional associations.
- Other tertiary institutions.
- Subscribers.
- Public sector (e.g., Department of Trade and Industry (dti), National Treasury, SA Reserve Bank, Statistics South Africa (Stats SA), National Planning Commission, Development Finance Institutions and other State-Owned Enterprises).
- Private business across all economic sectors.
- Students and prospective students.
- Media.

## Duties

Key Performance Area
<b>KPA 1:</b> Manage and support market research projects
<b>KPA 2:</b> Conducts applied commissioned market research projects
<b>KPA 3:</b> Research stakeholder and community engagement

### **KPA 1 - Manage and support market research projects**

1. Manages financial, human, information technology and infrastructural resources required to produce timely, high quality, and applied market research products, and services.
2. Implements sound project budgeting and pricing strategies.
3. Monitors and manages project progress and profitability.
4. Promotes a high quality and ethical research environment.
5. Monitors and evaluates the quality and impact of research projects.
6. Implements strategic account management to recruit and retain research clients.
7. Identifies and manages research project risks.
8. Communicate with BMR management, research support staff, and external research clients/stakeholders.
9. Demonstrates knowledge and ensures compliance with relevant national laws (South African Constitution, Protection of Personal Information (POPI) Act, 2013) and research policies advocated by recognised professional market research associations (i.e., SAMRA Code of Conduct).

### **KPA 2 - Conducts cost-effective commissioned market research as a third-stream income-generating activity to grow and diversify the revenue base of the BMR**

10. Identifies tender opportunities for market research projects.
11. Compiles professional research proposals.
12. Contributes to the conduction of applied commissioned and syndicate market research.
13. Supports the conduction of strategic workshops with external research clients/stakeholders.
14. Optimises the number and rand value earned through third-stream income projects and workshops.
15. Impacts on policy developments and economic transformation via research projects.
16. Applies sound knowledge of traditional and modern market research methodologies.
17. Supports the development of new research initiatives/projects/intellectual property.
18. Compiles high-quality research reports.
19. Conducts and interprets descriptive and inferential data analysis based on research objectives.
20. Professionally present research findings.
21. Strengthens BMR-client networks and contributes towards effective research networks.
22. Keeps abreast of national and international trends in research fields of expertise.

### **KPA 3 - Participates in and initiates research community engagement activities and manage the development and enhancement of customer relations and networks supported by sound governance and sustainable business practices**

23. Participates in BMR staff and research committee meetings.
24. Participates in BMR strategic functional committees (Research Ethics Review, Tender, Research Publications and Research Project Committees).
25. Participates in discipline based or professional research services (i.e., submitting and publishing scientific research articles; reading domestic and international conference papers; attending conferences, seminars, and workshops; reviewing technical research reports and articles for journals; registering with professional research associations or boards).
26. Collaborates with local and international research peers.
27. Participates in public research services (i.e., involved in external technical committees; interacts with public media; conducts public presentations).
28. Maintains existing and recruits new BMR members via public relations strategies.
29. Participates in BMR Research Client Engagements.
30. Participates in community development and capacity building where the skills and knowledge of individuals are developed in order to address specific needs of communities, resulting in capacity building.
31. Participates in policy and developmental discussions.

#### **General**

At the interview stage, shortlisted candidates will be required to prepare and present a professional research presentation on a topic related to socio-economic research.

**Salary** : Market related salary pending qualifications and experience.  
**Closing Date** : **29 April 2022**  
**Enquiries** : Ms. M Goetz  
Senior Research Administration Manager  
[madeleine.goetz@bmr.co.za](mailto:madeleine.goetz@bmr.co.za)

- Complete the prescribed job application form.
- **Attach a comprehensive CV and the following ORIGINAL certified copies (within the previous six months):**
  - Identity document (*including passport, work permit, permanent residence permit or proof of naturalization if applicable*);
  - All educational qualifications;
  - Academic transcripts/records;
  - Proof of SAQA verification of foreign qualifications (*if applicable*)
- The BMR reserves the right to authenticate all qualifications without any further consent from the applicant.
- The contact details of three contactable references must be provided, one of which must be from your present employer excluding your current line manager if you are an internal Unisa applicant.
- The BMR is not obliged to fill an advertised position.
- *Appointments will be made in accordance with the BMR's Employment Equity Plan and other applicable legislation.*



We welcome applications from Persons with Disabilities.

Applications must be submitted in an envelope clearly marked with the name of the **Bureau of Market Research (Pty) Ltd** the position applied for and the reference number of the position. If you apply for more than one position, each application must be in a separate envelope. **Late, incomplete and incorrect applications will not be considered.**

- Applications must be posted to Ms. M Goetz, Senior Research Administration Manager: Bureau of Market Research, University of South Africa (UNISA) Main Campus, Winnie Madikizela-Mandela Building, Goldfields Entrance, First Floor (Room B1-04), 340 Preller Street, Muckleneuk Ridge, Pretoria, Gauteng, 0003.
- Hand delivered applications can be deposited into the Application Box (marked Bureau of Market Research Tender Box) situated at the University of South Africa (UNISA) Main Campus, Winnie Madikizela-Mandela Building, Goldfields Entrance, First Floor (Room B1-04), 340 Preller Street, Muckleneuk Ridge, Pretoria, Gauteng.
- Applications can also be submitted online to Ms. M Goetz at [madeleine.goetz@bmr.co.za](mailto:madeleine.goetz@bmr.co.za).

**All applications should reach the BMR before 16h00 on the closing date.**

Correspondence will be limited to short-listed candidates only. If you have not been contacted within two months after the closing date of this advertisement, please accept that your application was not successful.