



BUREAU
of Market Research

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

SENIOR RESEARCHER

(Ref: BMR/02/2022)

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 undertake market research projects independently and collaboratively.
- Conduct market research using multiple data collection, analysis, and modelling techniques.
- Critically evaluate data and information and develop appropriate research insights and recommendations.
- Lead the preparation of timely and accurate research reports and presentations in accordance with research requirements.
- Identify and lead the identification of finance opportunities, preparation of research proposals and tenders.
- To lead 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 endeavours.

Post specific requirements

Qualifications

- Master's 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 9.
- Enrollment for a PhD will be an advantage.

Competencies

Research Experience

- At least five (5) years of relevant research experience.
- Experience in conducting market research in area of specialization (i) demographic or (ii) economic or (iii) household wealth, (iv) behavioural and communication (consumer neuroscience or youth) research or (v) market intelligence.
- Proven research managerial experience (at least two years).
- Proven experience in applied (practical) market research (project tendering, procurement, contracting, development, implementation, monitoring and evaluation).
- Proven experience in research project management (ability to execute large research contracts and commissioned market research projects independently).
- Must be able to independently manage research projects and projects teams (subordinates), develop business solutions from research findings and present insightful research findings to high-level audiences.
- Produced a reasonable number of research reports 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 large commissioned market research projects.
- Evidence of management and involvement in research project accounts of approximately R1.5 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 candidate's involvement in developing new research methodologies and analytical methods.
- The extent to which the candidate makes use of research technology.
- The candidate's involvement in and providing research support to stakeholder groups.
- Any evidence of stakeholder evaluation/ references.

Research Stakeholder and Community Engagement Experience

- Lead and participate in community engagement and outreach.
- Provide evidence of research-related community engagement.
- Demonstrate potential to engage in research-related 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 Computer 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 lead a research team.
- 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.
- Advanced ability to deal with research modelling and analysis.
- Ability to generate third-stream income from commissioned market research projects.

Skills

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

Personality

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

Supervision

Other research and/or administrative staff in the capacity as project/task team/discipline leader.

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
KPA 1: Manage and support market research projects
KPA 2: Conducts applied commissioned market research projects
KPA 3: 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. Manages and coordinates research project teams.
5. Develops and implements research project management plans and workflow systems.
6. Maintains project management information systems in support of efficient project recording, monitoring and intellectual property.
7. Promotes a high quality and ethical research environment.
8. Monitors and evaluates the quality and impact of research projects.
9. Implements strategic account management to recruit and retain research clients.
10. Identifies and manages research project risks.
11. Communicates with BMR management, research support staff and external research clients/stakeholders.
12. 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).
13. Evaluates research reports and provides comments/guidance.

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

14. Identifies tender opportunities for market research projects.
15. Compiles professional research proposals.
16. Contributes to the conduction of applied commissioned and syndicate market research.
17. Supports the conduction of strategic workshops with external research clients/stakeholders.
18. Optimises the number and rand value earned through third-stream income projects and workshops.
19. Impacts on policy developments and economic transformation via research projects.
20. Applies sound knowledge of traditional and modern market research methodologies.
21. Supports the development of new research initiatives/projects/intellectual property.
22. Compiles high-quality research reports.
23. Conducts and interprets descriptive and inferential data analysis based on research objectives.
24. Professionally present research findings.
25. Strengthens BMR-client networks and contributes towards effective research networks.
26. 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

27. Participates in BMR staff and research committee meetings.
28. Participates in BMR strategic functional committees (Research Ethics Review, Tender, Research Publications and Research Project Committees).
29. 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).
30. Collaborates with local and international research peers.
31. Communicate clearly, concisely, and persuasively across a variety of media (including Radio, TV, electronic and in print)
32. Conducting supervision/assessment of postgraduate students.
33. Participates in public research services (i.e., involved in external technical committees; interacts with public media; conducts public presentations.
34. Maintains existing and recruits new BMR members via public relations strategies.
35. Participates in BMR Research Client Engagements.
36. 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.
37. 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

- 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 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.

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.