

DEPARTMENT OF INSTITUTIONAL PLANNING
SPECIALIST: MARKET RESEARCH
PEROMNES POST LEVEL 7

In pursuit of the ideals of excellence and diversity, the University of Pretoria wishes to invite applications for the following vacancy.

The University of Pretoria's commitment to quality makes us one of the top research Universities in the country and gives us a competitive advantage in international science and technology development.

RESPONSIBILITIES:

The person will be required to:

- Providing market research support in the institutional market research unit within the Department of Institutional Planning;
- Delivering holistic market research solutions, the market research officer will be involved in all aspects of market research - qualitative and quantitative, primary and secondary research;
- Providing assistance with market research projects, statistical analysis of research data, and the documentation and feedback of research findings;
- Planning, managing and performing market research fieldwork;
- Interpreting data, formulate reports and make recommendations;
- Preparing feedback documents (PowerPoint slides, Infographics, social media, newsletters etc.);
- Performing desk research in areas of higher education trends, market potential and market size;
- Collecting data on consumer trends in the various market segments that the University is currently operating in or identified as potential markets;
- Providing information to the UP community with respect to compliance and adherence to policies and procedures related to surveys.

MINIMUM REQUIREMENTS:

- An Honours Degree with specialization in market research and statistical analysis;
- A total of five years' work experience in Market Research and statistical data analysis;
- Experience in digital market research;
- Experience in a Higher Education Institution;
- A valid Driver's Licence.

REQUIRED COMPETENCIES (SKILLS, KNOWLEDGE AND BEHAVIOURAL ATTRIBUTES):

- Advanced computer knowledge and skills;
- Microsoft Excel/SPSS, PowerPoint (Infographic Design Programme);
- Online market research platforms;
- SPSS or a related statistical package knowledge;
- Expertise in the formulation of market research questions and the application of appropriate research methodologies to address the research questions;
- Knowledge on statistical data analysis and the use of relevant computer software;
- Knowledge and understanding of the higher education system in general and the university system in particular;

- Knowledge of strategic market research principles in order to ensure that market research information supports strategic decision making;
- Knowledge of data and UP's processes in order to identify errors;
- Independent thinking, functioning and problem solving;
- Ability to do goal specific internet searches;
- High level of personal accountability;
- Efficient time management and office management skills.

ADDED ADVANTAGES AND PREFERENCES:

- A Master's degree with specialisation in market research and statistical analysis.

PLEASE NOTE: All shortlisted candidates may be required to participate in relevant skills assessments as part of the selection process.

The annual remuneration package will be commensurate with the incumbent's level of appointment, as determined by UP policy guidelines. UP subscribes to the BESTMED and UMVUZO medical aid schemes and contributes 50% of the applicable monthly premium.

Applicants are requested to apply online at www.up.ac.za, and follow the link: Careers@UP.

In applying for this post, please attach:

- A comprehensive CV;
- Certified copies of qualifications;
- Names, e-mail addresses and telephone details of three referees whom we have permission to contact.

CLOSING DATE: 27 August 2021

No application will be considered after the closing date, or if it does not comply with at least the minimum requirements.

ENQUIRIES: Ms B Khumalo, Tel: (012) 420 4134 or busi.khumalo@up.ac.za for application-related enquiries. No applications will be accepted via email.

Should you not hear from the University of Pretoria by 30 November 2021, please accept that your application has been unsuccessful.

The University of Pretoria is committed to equality, employment equity and diversity.

In accordance with the Employment Equity Plan of the University and its Employment Equity goals and targets, preference may be given, but is not limited to candidates from under-represented designated groups.

All candidates who comply with the requirements for appointment are invited to apply. All candidates agree to undergo verification of personal credentials.

The University of Pretoria reserves the right to not fill the advertised positions.