

**POSITION** : RESEARCH AND INFORMATION MANAGER

**Centre** : HEAD OFFICE

**Level** : D2

### **Purpose**

Reporting to the Chief Marketing Officer, the Research and Information Manager will manage Destination Marketing research and information gathering for the purpose of guiding decision making, either by undertaking specific research or by project managing any commissioned studies.

### **Requirements**

- Master's Degree in Marketing Research / Commerce / Economics with a focus on demographics, models, trends or patterns.
- Minimum of 5 (five) years relevant experience in a similar position.
- A further minimum experience of 3 (three) years in marketing research is a pre-requisite.
- A background in research analysis and links with research institutions/network would be advantageous.
- Code EB driving license.

### **Key Performance Areas**

- **Strategy development and implementation:** Develop and implement research and information unit plan.
- **Research:** Determine the goals of the research project, the research methodologies, and other test parameters.
- **Database Custodian:** Ensure that research database/s are developed and maintained.
- **People management:** Manage subordinates by assigning work/duties and assessing progress and performance.
- **Stakeholder Management:** Develop and maintain relations with researchers / research institutions / academic institutions and other key stakeholders.
- **Financial management and budget planning:** Compile and submit accurate financial data and reporting in accordance with prescribed guidelines, standards and formats.

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**NB: In line with the Employment Equity Policy of the Eastern Cape Parks & Tourism Agency, preference will be given to (Coloured Females, White Males and Females).**

**Closing Date: 17 February 2020**



**Please forward your application to:**

- 1) recruitment2@ecpta.co.za, please specify the position you are applying for.
- 2) Please submit a comprehensive CV. Applications received after the closing date and/or those submitted to an address not listed above will not be considered.
- 3) If you do not receive a response within 30 days, please consider your application as unsuccessful.

**The ECPTA reserves the right not to fill any advertised position.**

