

Work Description and Key Performance Indicators

Title:	Research Sales Executive	Employee:	
Department/Group:	Consumer Behaviour and Business Insights	Start Date:	1 May 2024
Location:	Craighall Park, Randburg	Position Type:	Permanent

Work Description:

Overall

- Assist in building and developing the sales pipeline in the Consumer Behaviour and Business Insights division
- An all-rounder with qualitative and quantitative research interests

Research sales functions:

- Manage and qualify passive sales leads
- Collect accurate briefs from clients on the project requirements
- Actively participate in client meetings
- Liaise with relevant suppliers for costs
- Accurately prepare quotes for research projects, insuring that margins are maintained
- Draft research proposals with a level of supervision
- Update Pipedrive with new deals or changes to current deals
- Brief the CBBI team on all relevant proposal, client and costing details once a project is commissioned
- Various ad hoc administrative functions as the need arises
- Liaison with IT and Finance departments on issues related to the Division, including invoicing and quotations, and associated admin
- Overall document control

Research functions

- Assist the CI team with project management, instrument design and analysis where capacity allows

Skills, Qualifications and Education Requirements

- Matric Certificate or equivalent with matric exemption
- BCom with Honours (must have studied subjects relevant to market research e.g., psychology, research psychology, statistics)
- Min 3 years' experience in a market research environment
- MS Outlook, MS Word, MS PowerPoint essential
- Must have driver's licence

Required attributes

- Passionate about market research
- Strong sales/client service orientation
- Analytical (accurate, attention to detail)
- Confident communication skills (articulate)
- High level of personal accountability (professional)
- Independent and creative thinking
- Promote team spirit and group success
- Strong problem-solving skills (self-directed)
- Strong project management skills (energetic, proactive, punctual)

Approved By:

Date:

22 April 2024