

CBBI Division Work Description

Title:	Account Manager	Salary:	TBA
Department/Group:	Customised Research	Start Date:	Immediate
Location:	Randburg In Office Daily	Position Type:	Permanent
Work Description:			
<p><i>Overall</i></p> <ul style="list-style-type: none"> • An all-rounder with qualitative and quantitative, business-to-business and consumer research experience • Well known in the industry with existing client relationships <p><i>Account Management Functions:</i></p> <ul style="list-style-type: none"> • Be the primary driver of consulting on customised traditional research solutions to local clients • Develop industry awareness of BMi customised research capabilities/offering amongst local clients • New business development (presenting BMi Research's capabilities and closing deals) • Lead sales function for customised research • Grow and maintain relationships with new and existing customised research clients <p><i>Research Functions:</i></p> <ul style="list-style-type: none"> • Conceptualising research projects (including briefs, methodologies, sample specifications, questionnaires, reporting) from commissioning to final presentation • Preparing research proposals (specifically background, objectives, proposed methodologies and samples) • Facilitation/moderation of in-depth interviews and focus groups (not essential) • Conducting in-depth analysis (quantitative and qualitative) • Generate customised insights and recommendations that produce strategic insights for clients • Preparing presentations and presenting findings to clients • Coordinating with Customised Research Team on project logistics • Travel to client meetings and fieldwork as and when required (may require occasional local overnight travel and working out of hours) • Assisting with new product development (conceptualisation and implementation) • Transfer of knowledge and expertise to team members <p><i>Qualifications and Education Requirements</i></p> <ul style="list-style-type: none"> • B Com / Relevant tertiary education • Psychology major and honours • 10+ years' experience <p><i>Required attributes</i></p> <ul style="list-style-type: none"> • Analytical (accurate, attention to detail) • Strong client relationship experience • Strong project management skills (energetic, proactive, punctual) • Strong problem-solving skills (self-directed) • Confident communication skills (articulate) • High level of personal accountability (professional) • Independent and creative thinking • Promote team spirit and group success 			
Approved By:	Jenni Coggin	Date:	November 2023