



S A M R A
Southern African Marketing Research Association
Quality Research • Quality Decisions

CEO for Southern African Marketing Research Association

Suitably qualified and experienced persons are invited to apply for the position of CEO of SAMRA. The incumbent will report to the SAMRA Council and the Chairperson, and serve as head of the SAMRA secretariat.

The incumbent will be responsible for the following **key performance areas**:

1. In close conjunction with the Council's leadership, drive vision, mission, and strategic direction of SAMRA.
2. Develop and implement SAMRA key strategic objectives, performance growth targets in membership and general operational efficacy of SAMRA as representative industry body.
3. Be the visionary leader in positioning SAMRA as the integrating force in professionalizing the marketing research industry.
4. Advise and make recommendations on policy, strategic and operational matters to the Council.
5. Provide leadership in the alignment of strategic objectives and the annual budgeting process, as well as financial management and controls.
6. Execution of Council mandates, decisions and delegated activities of selected portfolio chairs as required.
7. Develop, foster, maintain and review the relationship with key strategic stakeholders private and public sector with specific reference to the Consumer Protection Act and Protection of Private Information Act.
8. Represent SAMRA on various structures and platforms where strategically relevant, with specific reference to build and grow SAMRA as a representative and self-regulatory body of the total marketing research industry.
9. Initiate, drive and foster relationships with other similar bodies in other parts of the world to strengthen the industry representation globally from an emerging market point of view and identify best practice policies that could be adopted within SAMRA
10. Act as public spokesperson, liaise and develop effective relationships with media and community stakeholders in the communication and issuing of media statements as directed by the Chairman's Council.
11. Drive transformation and change management initiatives within broad industry.
12. Establish and maintain an integrating, monitoring, evaluation and reporting function of portfolio activities, programs and projects.
13. Ensure compliance and effective governance of management activities related to SAMRA policies, Constitution and Code-of-Conduct.

Minimum requirements:

- An innovative and committed person with relevant and appropriate qualification(s) in marketing and/or social research.
- A postgraduate qualification is recommended.
- A minimum of ten (10) years senior management experience, of which five (5) years as Chief Executive Officer or Senior executive Management is required.
- Good knowledge of the SAMRA Constitution, Code-of-Conduct and policies.
- 10 or more years experience in Marketing and Social Research.
- A proven record of strategic planning and execution.
- Excellent interpersonal and communications skills.
- Exemplary conceptual and analytical skills.
- Exceptional visionary leadership and strategic skills on industry level.

Short-listed candidates will be required to be available for an interview and assessment by SAMRA Council members. The recommended candidate will be appointed for a contract period of 3 to 6 months and the option to renegotiate the contract (on the same or amended conditions) on reaching stipulated growth and strategic targets set by the Council. Certified copies of qualifications must be made available upon request.

Remuneration package:

A contract period of 6 months linked to a performance-based all inclusive remuneration package is offered.

Closing date:

20 February 2012. No late applications will be considered.

Applications to:

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