



Market Research Analysts and Marketing Specialists



Ranked

29

by count of job opportunities

Percentage

0.77%

of all job opportunities

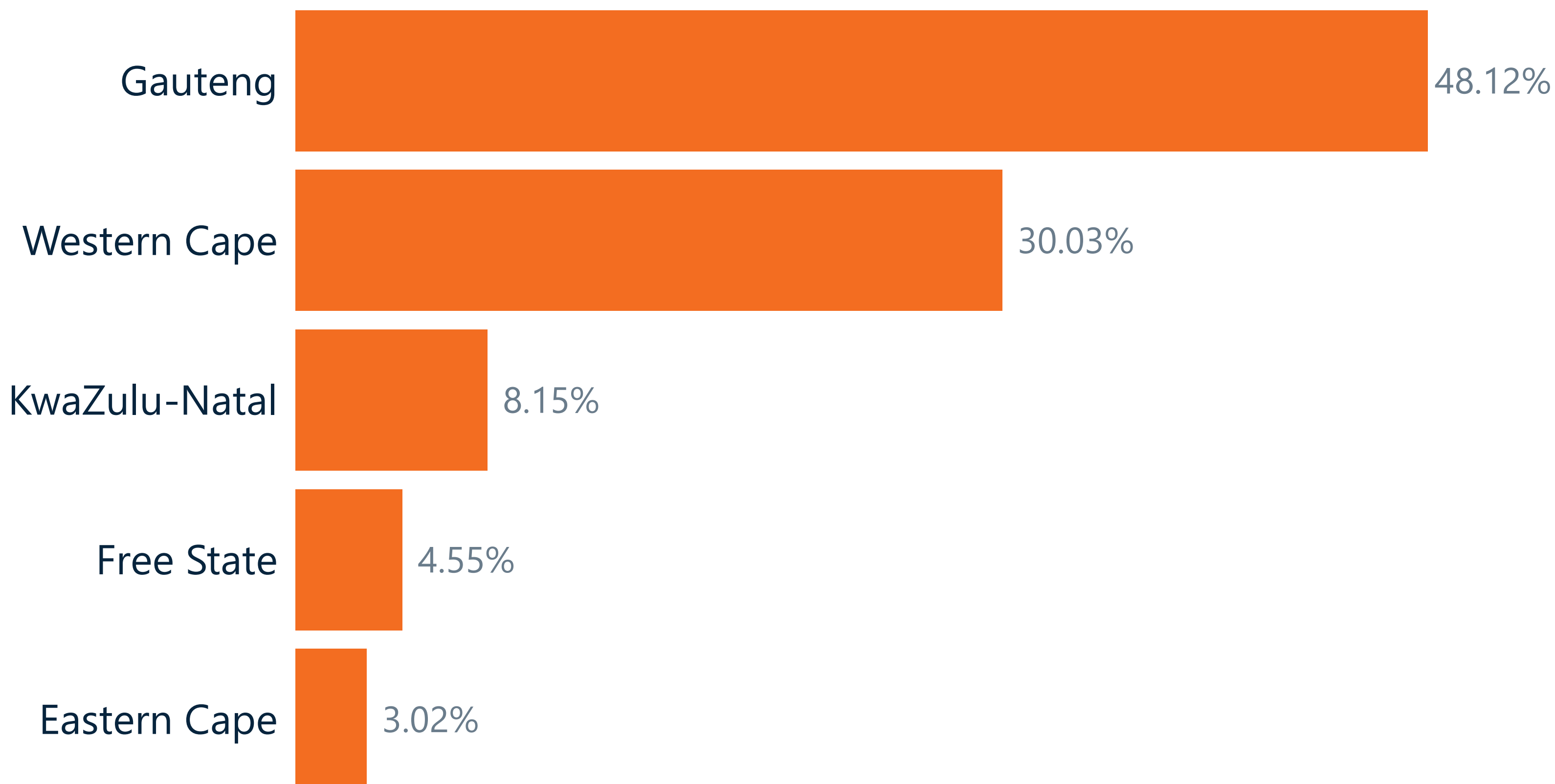
Hard-to-Fill

15.44%

% job opportunities that are "hard-to-fill"

Top 5 Provinces

by percentage of job opportunities



- credit the JobTrendZA and Kululeko Consulting as the original source,
- link to the [license](#), and
- indicate where any changes were made to the original.

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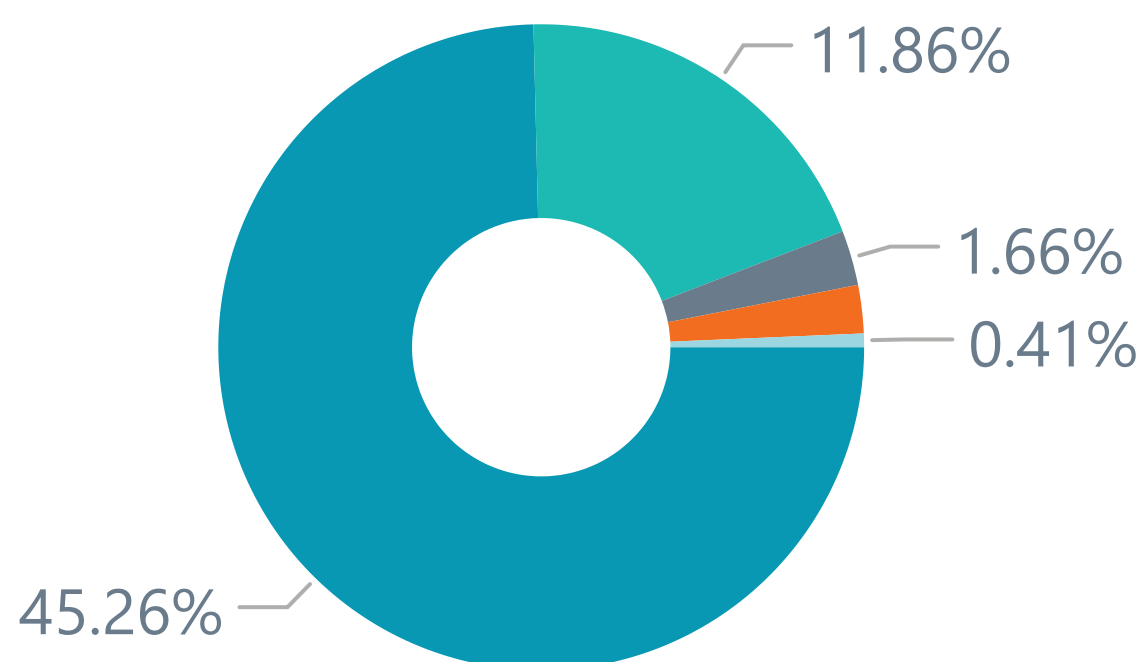
Top 5 Industries

by percentage of job opportunities

Professional, scientific and technical activities	28.16%
Administrative and support activities	14.11%
Information and communication	10.82%
Financial and insurance activities	6.51%
Wholesale and retail trade	5.84%

Top 5 Company Types

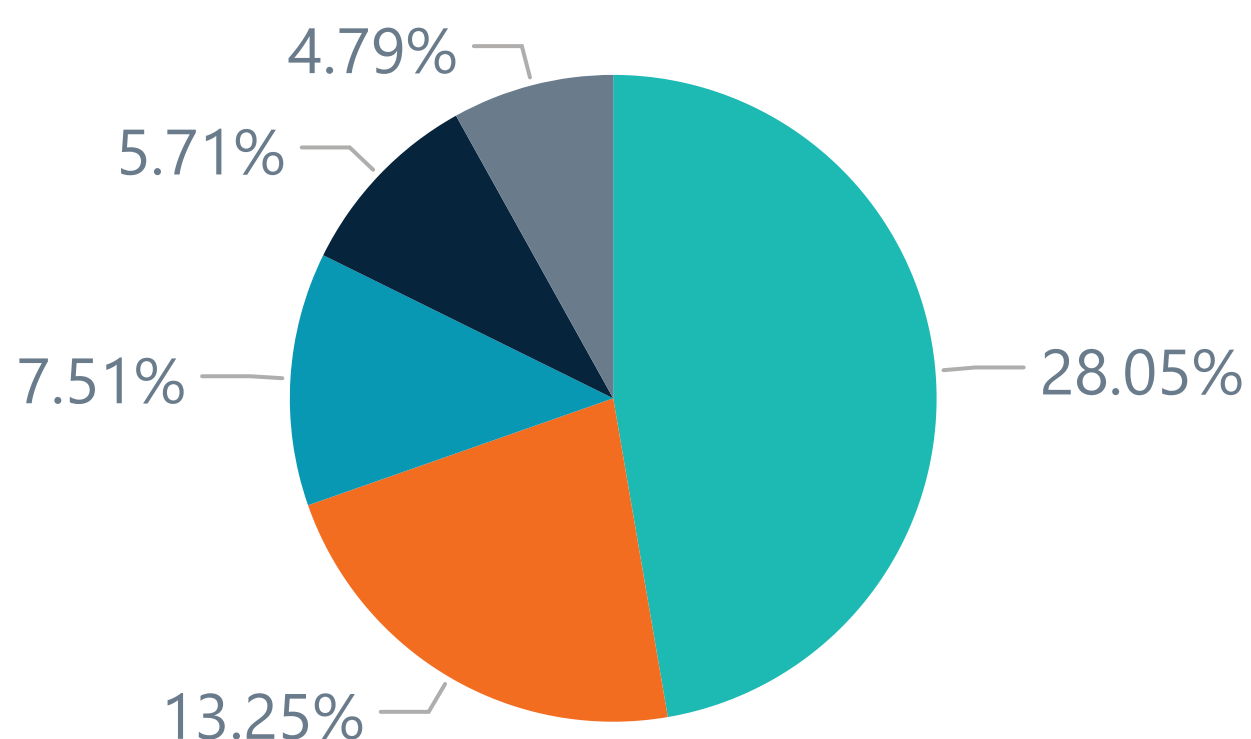
by percentage of job opportunities



- Private company
- Public company
- Partnership
- Sole proprietorship
- Non-profit

Top 5 Company Sizes

by percentage of job opportunities

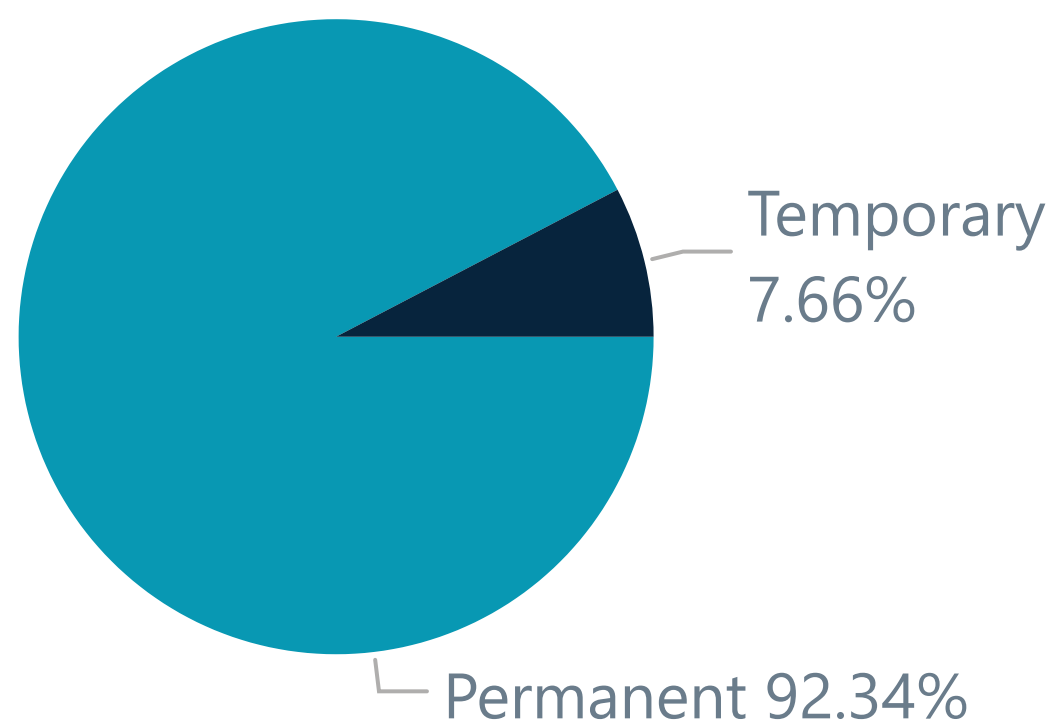


- 1 to 100
- 101 to 500
- 501 to 1,000
- 1,001 to 5,000
- 5,001 to 10,000

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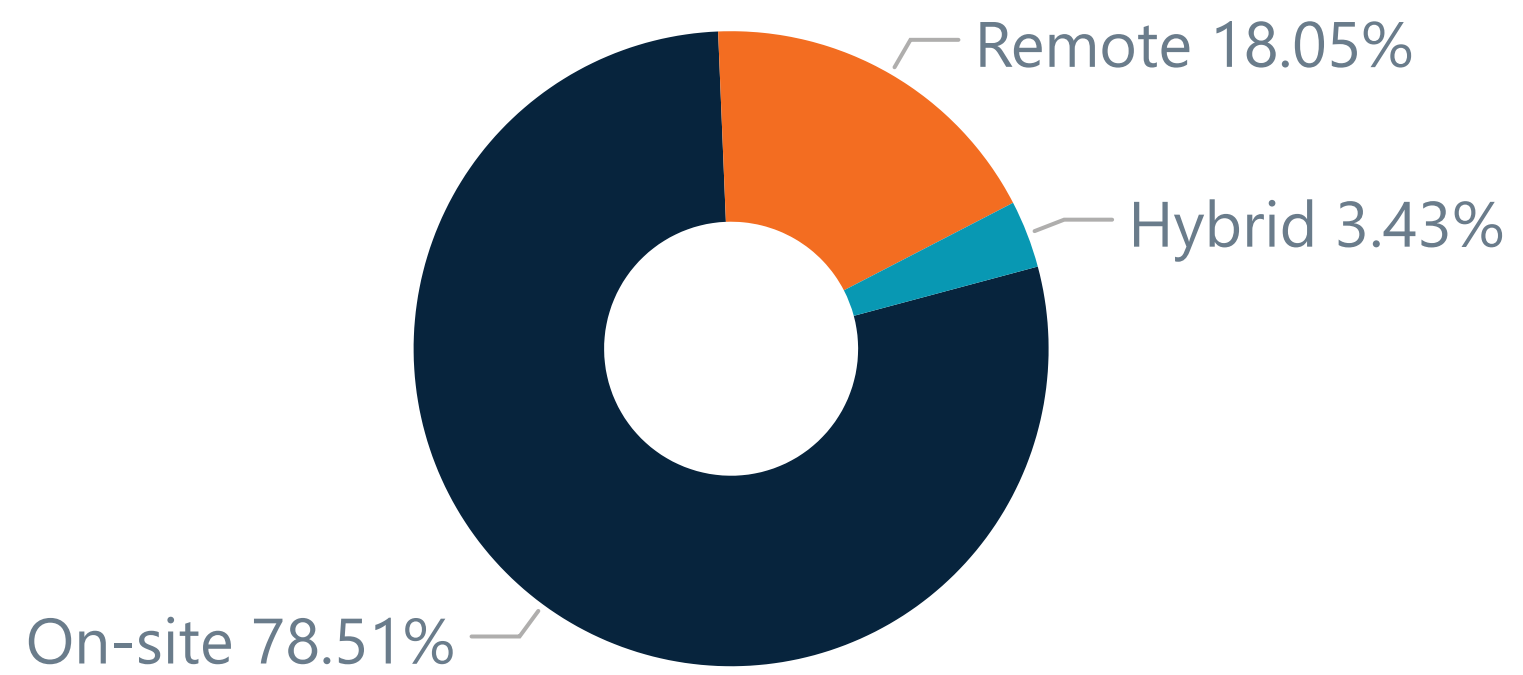
Employment Type

percentage of job opportunities



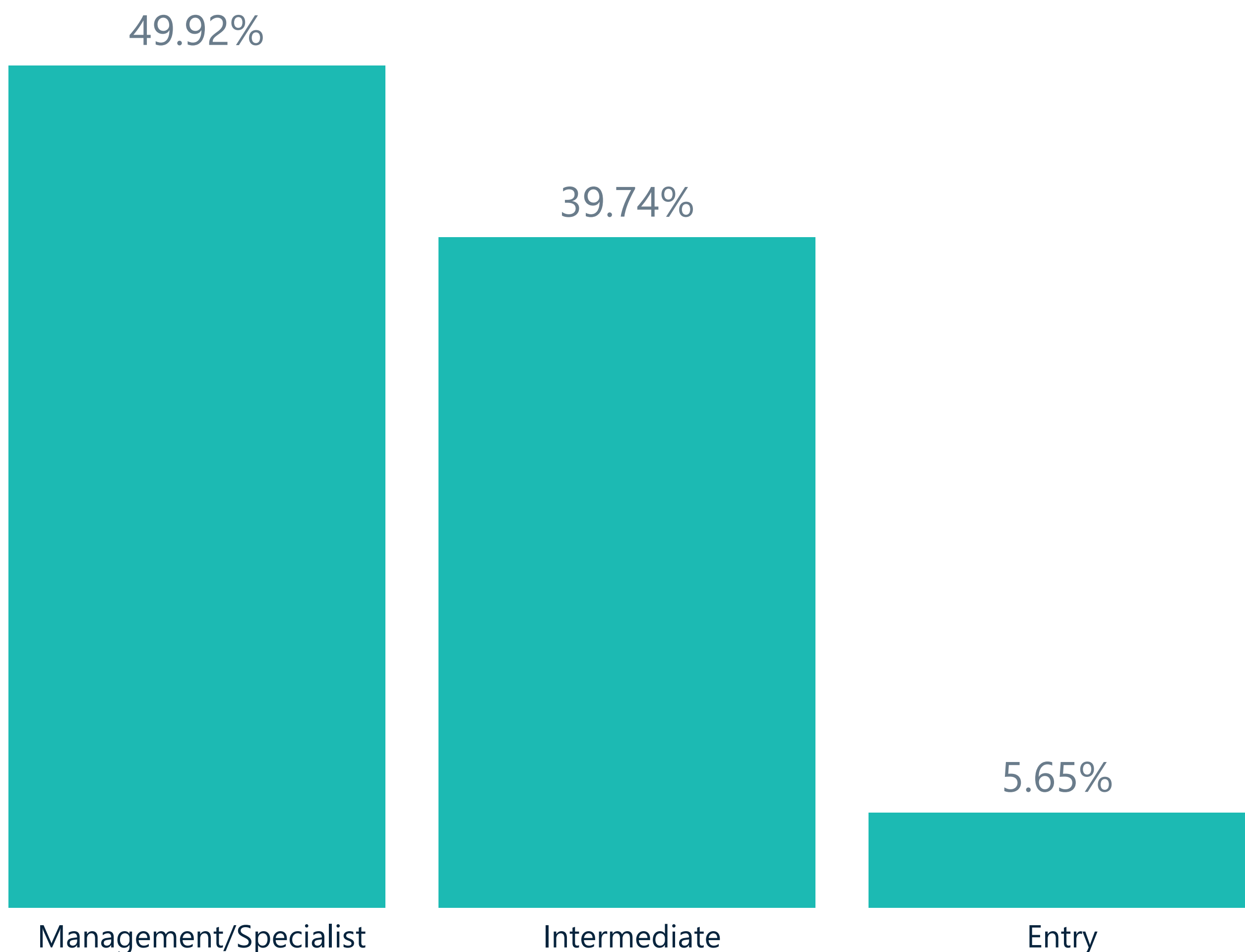
Employment Flexibility

percentage of job opportunities



Top 3 Employment Levels

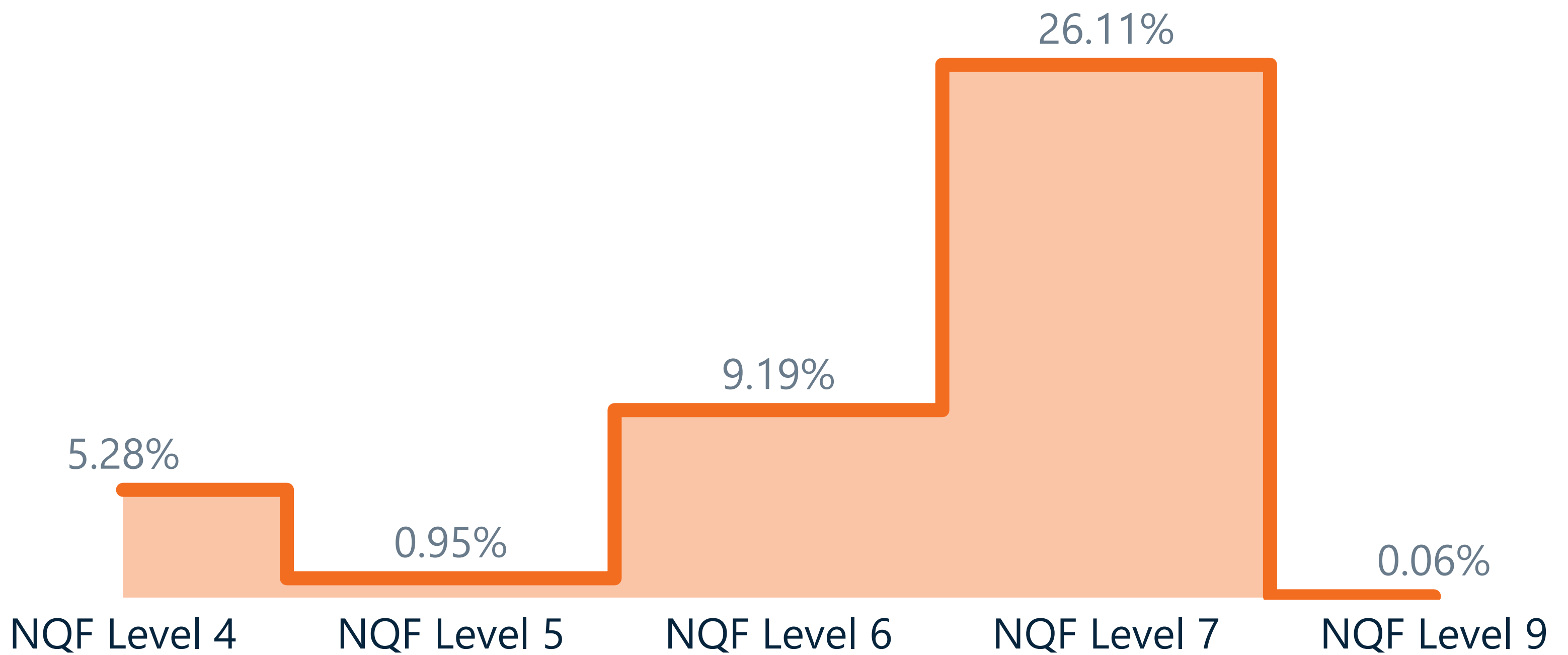
by percentage of job opportunities



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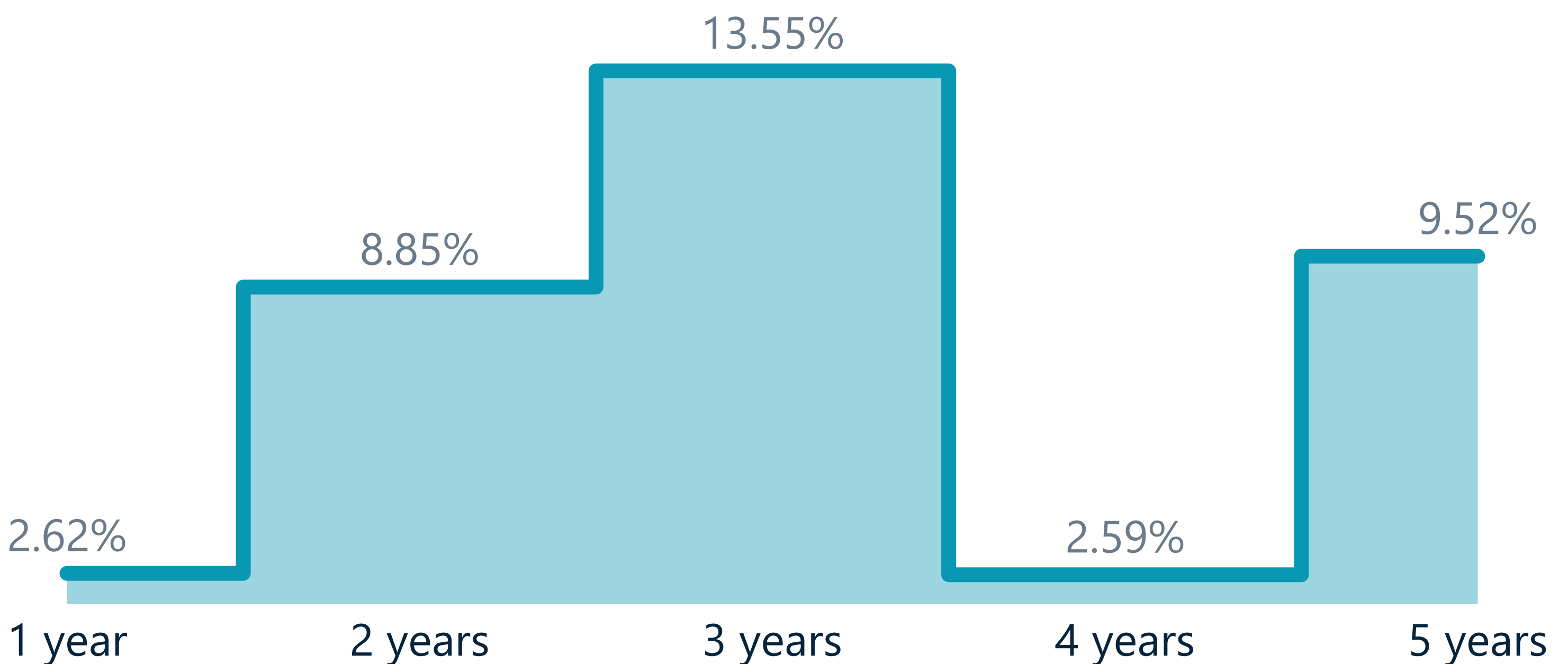
Top 5 Minimum Qualification Level

by percentage of job opportunities



Top 5 Minimum Years Experience

by percentage of job opportunities





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Top 10 Required Skills

Learning Strategies	
Selecting and using training/instructional methods and procedures appropriate for the situation when learning or teaching new things.	1
Time Management	
Managing one's own time and the time of others.	2
Writing	
Communicating effectively in writing as appropriate for the needs of the audience.	3
Service Orientation	
Actively looking for ways to help people.	4
Social Perceptiveness	
Being aware of others' reactions and understanding why they react as they do.	5
Operations Analysis	
Analyzing needs and product requirements to create a design.	6
Complex Problem Solving	
Identifying complex problems and reviewing related information to develop and evaluate options and implement solutions.	7
Speaking	
Talking to others to convey information effectively.	8
Systems Analysis	
Determining how a system should work and how changes in conditions, operations, and the environment will affect outcomes.	9
Negotiation	
Bringing others together and trying to reconcile differences.	10



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Top 5 Required Knowledge

Sales and Marketing	
Principles and methods for showing, promoting, and selling products or services. This includes marketing strategy and tactics, product demonstration, sales techniques, and sales control systems.	1
Communications and Media	
Media production, communication, and dissemination techniques and methods. This includes alternative ways to inform and entertain via written, oral, and visual media.	2
Customer and Personal Service	
Principles and processes for providing customer and personal services. This includes customer needs assessment, meeting quality standards for services, and evaluation of customer satisfaction.	3
Administration and Management	
Business and management principles involved in strategic planning, resource allocation, human resources modeling, leadership technique, production methods, and coordination of people and resources.	4
Design	
Design techniques, tools, and principles involved in production of precision technical plans, blueprints, drawings, and models.	5



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Top 10 Required Technology Skills

Analytical or scientific software	
Google Analytics	1
Data mining software	
Google Analytics	1
Sales and marketing software	
Google Ads	3
Internet browser software	
Google	4
Web page creation and editing software	
Instagram	5
WordPress	10
Instant messaging software	
Instagram	5
Video conferencing software	
Zoom	7
Video creation and editing software	
YouTube	8
Graphics or photo imaging software	
Canva	9