GIS/Location Intelligence Market Analyst (Fastfood)

Location: Johannesburg

Ref: LRG18011

Type: Permanent

Industry: Geospatial

A market leading international fast food & retail business with a worldwide footprint is currently seeking to employ a GIS/Location Intelligence Market Analyst to join their South African based team, located in Johannesburg, Gauteng.

This is an exciting opportunity for a GIS/LI/BI Analyst with experience in the Fast-food, Retail, Finance, Property Development or Client Analytics to form part and lead an existing location intelligence team to provide specialist analytical services across various divisions of the business that will include property development as well as brand and marketing teams.

1) Qualifications

- A Bsc, BCom or BA Degree with a major in GIS / Geomatics is desirable
- MA or MSc Degree with a major in GIS / Geomatics will be a bonus
- Other relevant qualifications in Town & Urban Planning, Construction Management or Quantity Surveying will be considered if the applicant has solid experience in GIS or Location Intelligence or Client Analytics
- Other relevant courses and qualifications in conjunction with the right experience will also be considered

2) Responsibilities – Based on Location Intelligence and Market/Client Analytics

2.1) Planning

- Conducts market studies & analyses and interprets data to determine new and existing site feasibility
- Understands brand drivers and business models to create location strategies per brand
- Creates / updates brand network plans based on market analysis to direct store development

2.2) Site Acquisition

- Conducts assessment of site opportunities (desktop & field) to provide information and to support the site decision-making process
- Supports Development Managers by pro-actively identifying & canvasing for new site opportunities
- Makes suggestions to operations regarding allocation of sites and trade zones to support the process
- Assists franchisee funding approval process by providing supporting documentation to legal admin

2.3) Site Approval

- Conducts preliminary site assessment
- Compiles and presents site approval packs for all new stores, relocations and closures

2.4) Reporting & Administration

- Compiles rolling update of brand network plans, business reviews and business models
- Creates and maintains trade / delivery zone area mapping
- Prepares documents for reporting

3) General Skills

- Solid GIS knowledge (good theoretical base and practical data capture, management and analytical experience)
- Experience in Business/Commercial GIS industry and more specifically within the Retail, Finance or Property markets will be preferred
- Spatial and non-spatial analytical experience based on GIS, Census and Demographic datasets
- Sound mathematical and statistical capabilities
- Financial revenue modelling skills will be an added benefit
- Strong spatial awareness and orientation
- Proven report writing skills
- Excellent communication & presentation skills
- Strategic, determined, driven & self-starting mentality

4) Technical Skills

- Database - Excel, Access, SPSS or other GIS enabled SQL databases will be an advantage
- Solid data management and spatial analysis experience in MapInfo, ArcGIS or any established open source GIS package like QGIS
- Solid technical location based analytical skills