



We are hiring!
Job description:



Job title	Head of Insights & Intelligence
Physical location of position	Bryanston, Johannesburg
Position of reporting manager	Chief Commercial Officer
Equal opportunity employer	Smoke ^{CI} is an equal opportunity employer and is committed to diversity and inclusion in the workplace. We encourage applications from all qualified individuals regardless of race, ethnicity, religion, gender, sexual orientation, age, or disability.
Company Culture	Our culture is a defining characteristic of who we are. It is in our DNA and determines how we engage with each other and our clients. It guides, motivates, and inspires us and facilitates in creating a fun, happy and rewarding work environment. It is thus extremely important that everyone fully understands, embodies, and lives by our values. These values are detailed in our Mantras.
Purpose of the job	Head of Insights & Intelligence owns Smoke CI's Research & Insights function and is accountable for turning CX/EX feedback and operational data into decisions, not just dashboards. This is a value-creation role, focused on surfacing patterns, risks and opportunities that change what clients and internal teams do next, and quantifying the commercial impact of doing so. The role is a strategic partner to clients and internal teams, trusted to challenge assumptions and shape direction. It also champions an automation-first insights

	engine, replacing manual reporting with automated, AI-assisted pipelines, and builds team capability to grow Smoke CI's reputation as a leading voice in CX/EX insight.
Salary & Benefits	• Competitive TCTC Salary • Insured Benefits through employee Group Cover (Life Insurance, Disability & Funeral) • 15 Days Annual Leave, plus additional free gifted leave for the annual shutdown between Christmas and New Year. • Annual Performance Bonus (Discretionary) • Hybrid Working Environment
Job Responsibilities	1. Strategic Insight & Advisory • Move the function from reporting numbers to answering business questions, and translate every report into clear implications, recommendations and prioritised actions for the client or internal team. • Proactively interrogate the data to surface the risks, opportunities and the "why" behind the metrics, rather than waiting to be asked. • Quantify the commercial and CX/EX impact of acting (or not acting) on insights, so recommendations are decision ready. • Bring a clear point of view and a recommendation to every engagement, backed by evidence. • Set the standard for what a high-value insight looks like and coach the team to meet it consistently. 2. Strategic Partnership & Stakeholder Influence • Act as a trusted strategic partner to clients and to Client Success, Professional Services, Sales, Product and Marketing, embedded in their planning, not just servicing requests. • Challenge assumptions, frame the questions worth answering, and influence client and internal strategy with evidence. • Present findings and recommendations at executive and board level, linking data clearly to decisions and outcomes. • Represent Research & Insights in leadership and client forums and own the insight narrative in key accounts. 3. Automation & Scalable Insight Delivery • Lead an automation-first approach: systematically replace manual, repetitive reporting with automated, repeatable and self-serve pipelines.

- Identify every manual step in the reporting workflow and drive its elimination, standardisation or automation, so analyst time shifts from producing data to interpreting it.
- Build and evolve dashboards and self-service tools that let clients and internal teams answer their own routine questions.
- Apply AI and emerging tooling (e.g. for summarisation, theme detection and drafting) to accelerate analysis and scale output, while keeping a human accountable for quality and interpretation.
- Establish reusable templates, data models and SOPs so insight delivery is fast, consistent and not dependent on any one person.
- Continuously measure and reduce cycle time and cost-to-serve across the insights workflow.

4. Team Leadership & Capability Building

- Lead, mentor and grow a team of insights analysts and specialists, raising the bar from reporting to advisory.
- Set clear roles, development plans and performance expectations focused on insight quality and impact, not just output volume.
- Build the team's automation, analytics and storytelling capability.
- Foster a curious, high-performing culture aligned with Smoke CI values.
- Step in to deliver high-stakes or complex work to the highest professional standard when needed.

5. Reporting Quality & Delivery Standards

- Own the accuracy, timeliness and quality of all client-facing and internal insight outputs.
- Ensure outputs lead with narrative and recommendation, with metrics in support, rather than the other way around.
- Set reporting standards, visual style and cadence aligned to client contracts and expectations.
- Oversee monthly, quarterly and ad hoc cycles across automated and, where still required, manual channels.

6. Sentiment & Thematic Intelligence

- Own and evolve Smoke CI's sentiment and thematic analysis, including tooling, taxonomies, tagging logic and SOPs.
- Automate sentiment and theme detection where possible and continuously improve its accuracy and relevance.

	• Monitor emerging themes across qualitative data to inform client strategy and internal decisions. • Integrate sentiment and thematic findings into the core insight narrative. 7. Commercial Alignment & Value Contribution • Protect and grow insights revenue by making the business value of insights visible and tangible to clients. • Reduce cost-to-serve through automation and reuse, improving margin without reducing value. • Partner with the CCO to productise and package insight services, including new automated or premium offerings. 8. Thought Leadership & Market Positioning • Develop research-driven content (benchmarks, points of view, case studies and articles) from patterns seen across the work. • Spot themes worth amplifying publicly and work with Marketing on tone, positioning and priorities. • Contribute to Smoke CI's reputation as a leading voice in CX/EX insight. 9. Governance, Compliance & Continuous Improvement • Ensure all insight and automation outputs meet internal SOPs and external compliance requirements (e.g. ISO 27001). • Maintain governance over data access, permissions and automation logic, partnering with IT and Data Ops on risk, quality, privacy and audit readiness. • Champion continuous improvement: pilot and adopt new approaches, tools and AI capabilities that increase the efficiency and impact of insight delivery. • Keep abreast of trends in analytics, automation, AI and CX/EX research to keep the function ahead.
Competencies	• Turns complex, mixed quantitative and qualitative data into clear, decision-ready recommendations that are strong on the "so what", not just the "what". • Genuinely strategic and commercially minded; connects insight to business outcomes and influences decisions. • Automation-first mindset: instinctively looks to systematise, streamline and automate manual work rather than accept it. • Credible, influential communicator able to challenge and advise senior client and internal stakeholders, up to executive level.

	• Strong people leader who can coach a team to move from reporting to advisory. • Comfortable with ambiguity; proactively frames the right questions rather than waiting for a brief. • Sets a high bar for accuracy, narrative clarity and consistency across the team's work.
Experience & knowledge required	• 7–10 years in research, customer insight, analytics or business intelligence, including significant experience leading a team or function at a senior level. • A strong, demonstrable track record of influencing executive and client strategy with insight, with concrete examples of decisions changed and commercial value created, not just reports delivered. • Proven experience leading the automation or transformation of reporting and analytics workflows, materially reducing manual effort and cycle time (the approach matters more than any single platform). • Strong command of data analytics: data modelling, trend analysis, and synthesis of quantitative and qualitative inputs. • Hands-on with BI / dashboarding tools (e.g. Power BI, Tableau, Looker) for self-service and visual storytelling. • Working fluency with data transformation and automation approaches (e.g. SQL, Python, Power Query, or modern no-/low-code and AI tools), where the capability to automate matters more than any specific tool. • Practical experience applying AI / LLM tools to accelerate analysis, summarisation or theme detection (advantageous). • Excellent written and verbal communication for translating data into executive-level recommendations. • Working knowledge of CX/EX principles and familiarity with VOC systems or survey platforms. • Able to define KPIs and success metrics for insight initiatives, including measures of value and efficiency, not just delivery.
Minimum qualification	The following qualifications will be considered (in order of preference):

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- Postgraduate qualification (Honours or Master's) in Data Science, Business Analytics, Market Research, Statistics, Economics, or a related field.
 - Bachelor's degree in one of the above fields.
 - Equivalent practical experience with a demonstrable track record of senior-level insight delivery will also be considered.

Job incumbent name: _____

Signature: _____

Date: _____

Reporting manager name: _____

Signature: _____

Date: _____

This job description is intended to convey information essential to understanding the scope of the job and the general nature and level of work performed by job holder within this job. This job description is not intended to be an exhaustive list of qualifications, skills, efforts, duties, responsibilities or working conditions associated with the position and may be subject to change.