

## **JOB DESCRIPTION: MARKET SPECIALIST**

**Company:** Sensory FX (Pty) Ltd  
**Location:** Centurion  
**Contract Type:** Full time, permanent  
**Industry:** Chemical

### **About us:**

Sensory FX is a trailblazing developer and manufacturer of flavours and fragrances for a broad range of products – from food and beverages to household and personal care. As an industry pioneer in sub-Saharan Africa, we're known far and wide for our excellent service and high-quality products. Over the years, we're proud to have helped create and define some of the continent's best-loved brands. This is due to the fact that we don't just understand the science of fragrance and flavour, but the psychology behind it too – which allows us to craft uniquely appealing tastes and scents.

### **Purpose of position:**

- Conduct market research and analysis.
- Compile customer presentations on the development of trends, new products and capabilities.

### **Roles and responsibilities:**

- Assist sales in presenting products to clients through knowledge of consumer trends and available products in the market.
- Provide proactive briefs to R&D based on market trends to keep the company's library relevant.
- Provide market research, competitor analysis and sample submission rationale to clients.
- Compile client portfolios.
- Provide direction on new flavour / fragrance concepts and product exploration to expand and enhance the current product range of the company.
- Develop, implement and communicate a proactive plan/development agenda for development and exploration in consultation with the sales departments.
- Engage on customer briefs.
- Attend client visits as needed.
- Support sales by providing customer presentations on the development of trends, new products and capabilities.
- Provide consumer insights, investigate, analyse, and identify key players within the African market.
- Follow trends and new product launches to inspire new creations.
- Source and log samples for proactive evaluation and matching.
- Prepare, conduct and analyse consumer panel tests internally.
- Conduct olfactive mapping to support submissions.

### **Requirements & Skills:**

- Matric and Relevant Marketing Degree.
- Communication skills.
- MS PowerPoint skills.
- Consumer Insights Construction.

### **Crafting taste and scent**

154 Edward Avenue, Hennopspark, Centurion, South Africa. Postnet Suite 224, Private Bag X132, Centurion 0046, South Africa

T +27 (0)861 999 782 E [info@sensoryfx.co.za](mailto:info@sensoryfx.co.za) [sensoryfx.co.za](http://sensoryfx.co.za)

Directors: MJ Mohohoma, DF Strydom.

Reg number: 2010/016074/07 VAT number: 4850258189 Customs code: 21037781

- At least 5 years' work experience within a similar role and in a similar industry.

If you are interested in this position and feel you have the necessary skills and abilities, send an email to [danie@sensoryfx.co.za](mailto:danie@sensoryfx.co.za) with subject "Market Specialist" before 31 August 2025.

#### Crafting taste and scent

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