TITLE: Market Research Officer

PARTNER(S): Ungweru

COUNTRY AND PLACE OF ASSIGNMENT: Mzuzu, Malawi

CONTRACT DURATION: According to your program’s requirements

DESCRIPTION:

Uniterra is a leading Canadian international volunteer cooperation and development program, jointly implemented by the Centre for International Studies and Cooperation (CECI) and World University Service of Canada (WUSC). Uniterra contributes to improving the socio-economic conditions of poor and marginalized communities in 14 countries and with over 170 partners in Africa, Asia and the Americas through the exchange of expertise and knowledge of Canadian and international volunteers. Uniterra believes that economic growth, when inclusive, is the most powerful driver of poverty reduction. The purpose of the Uniterra program is to improve the lives of some of the world’s most vulnerable populations by stimulating growth and facilitating access to the benefits of growing and diversified markets. To make this happen, we are working with our local partners to enhance the income of poor and marginalized women and youth through better access to employment and income generation opportunities. Uniterra country program staff work with our local partners to design Uniterra assignments in the context of the country strategy, supporting the inclusion of women and youth in key economic subsectors.

For more information on the Uniterra program, our approach and countries of focus please visit: Uniterra.ca.

Ungweru (Tumbuka word meaning light) is a local non-governmental organization that works with disadvantaged communities in Mzuzu peri-urban areas and in Mzimba district on areas of Food Security, Child protection, Education, Natural Resource Management, HIV/AIDS Management, and Water and Sanitation. Ungweru also operates a Learning, Information and Communication Centre for the Youth and the community around.

The Market Research Officer will contribute to the objectives of Uniterra by providing strategic and practical advice to boost the organization’s operational and visibility impact through conducting a feasibility assessment on expansion of Ungweru operations in Malawi and find ways of increasing attendance for certain programmes such as the Lusekelo School of Computing, part of Ungweru's Information Centre, where basic computer skills such as Microsoft Office and internet usage are taught.
RESPONSIBILITIES:

- Conduct market research to identify trends and opportunities for their Lusekelo School of Computing;
- Develop and conduct a training to partner organization staff on the methodology used to conduct market research (including branding, positioning, communication and marketing issues);
- Advise Ungweru on how best to make use of market research results;
- Propose practical and feasible ways of boosting attendance of the youth in the School of Computing;
- Ensure the participation of women and youth, as well as their representation, in all activities of and all program benefits;
- Write reports required by Ungweru and the Uniterra program.

QUALIFICATIONS:

- Recent graduate or university student in Marketing, Communication or Business Administration;
- Knowledge on data analysis and market research;
- Ability to think strategically and analytically;
- Organizational skills and commercial awareness;
- Ability to work in an intercultural environment;
- Strong written and oral communication skills in English.