



Dak Organization declares the need for a Rapid market Assessment Consultant

Job details:

Location: Sinjar and Sinune
Employment type: Full time
Duration: 2 Weeks
Published Date: 24-Oct-2022
Deadline Date: 30-Oct-2022

Objectives of the market assessment:

- To investigate what types of marketing are needed in the targeted area
- To understand what types of marketing are required the most by the community's people.
- To indicate what are the most existing types of marketing there.
- To identify what type of marketing doesn't function well and doesn't produce production and livelihood.
- To identify the types of small businesses that can be accommodated into the New Market with a particular focus on companies that can generate economic opportunities for vulnerable community members
- To identify which type of vocational trainings could contribute to turning them into businesses and benefit shopkeepers at Market, particularly women in the future.

Typical qualifications:

Conducting marketing research to identify the most needed and successful types of skills and markets in the area.

- Creating and implementing a marketing strategy in accordance with goals and spending limits.
- Create thorough evaluation and marketing plans.
- Make a list of the finest vocational programs for each desired area.
- Write reports that include improvement recommendations and career training proposals.
- Follow up on the entire marketing assessment and present thorough local market research.
- Form the assessment methodology according to the objectives of the assessment.
- Design the questions of the data collection tools such as focus group discussion, key informant interview, visiting shop owner survey



- Prepare a workshop to train the enumerators who are going to work with
- The workshop has to be about communication, the mechanism of collecting data, and methodology.
- Give the enumerators the necessary instruction, follow-up, and training.
- During the data gathering phase, promptly support and consult the enumerators.
- Every day, check and double-check the data the enumerators collected
- conduct a comprehensive market study based on primary and secondary data, and provide recommendations addressing the assessment objectives above.
- The finalization report is required after the completion of the assessment
- The collected data has to be analyzed and reported by the consultant
- The questions for collecting data have to be digitalized.

Minimum qualification:

- Education: bachelor's degree in development studies or other related studies
- Minimum experience: two years
- Professional expert
- Excellency in analyzing, collecting data, and report writing
- Have good experience in conducting focus groups, key informant interviews, household surveys, and conducting an assessment
- Experience in conducting assessments for planning and/or evaluation purposes. Familiarity with established assessment and analytical tools and experience in investment programming is desirable (e.g., Household economy approach; Sustainable livelihoods framework; Market analysis.).
- Experience in conducting in-depth market surveys and livelihood assessments.
- Fluency in written and spoken English, Kurdish and Arabic.
- Ability to work with/or lead a team of enumerators.
-

All applications should be supplied with a PDF CV, detailing a brief description of why the applicant's qualifications and previous work history are suitable for the position.

The CV should be submitted to the HR department at Dak Organization via the job@dakngo.org email and write the name of the position (**Rapid market Assessment Consultant**) in the subject line of the email. Applications with no subject will not be considered. The closing date for applications for the above vacancy is (**30-Oct-2022**).