



## Market & Research Analyst (Short-term)

The World Food Programme (WFP) is the world's largest humanitarian agency, fighting hunger worldwide. We are currently seeking an experienced and skilled researcher demonstrating a high level of competence for a consultancy position of Market & Research Analyst for the Private Partnerships Division. The position will be based in our headquarters in Rome, Italy for a contract period of 11 months.

The overall goal of the Market & Research Analyst is to ensure that all WFP employees, associated staff, stakeholders and partners, etc. have access to pertinent business information through timely research services in conjunction with the due diligence process and can successfully integrate the information into shared platforms.

- Responsible for implementing and upholding a cutting edge marketing and research program and procedures to fit the needs of the Private Partnership's division and accountable to a global team, along with assisting with any additional marketing/research/records requirements or projects;
- Possess a deep understanding of public-private partnerships, private sector and corporate social responsibility;
- Produce reports, surveys, charts/graphs, forecasts, polls, statistics, focus groups, trend analyses, proposals, etc. in an honest and ethical manner on sustainability of potential partners and actively participate in the development of partner/donor proposals with reference to the marketing goals and WFP's needs;
- Collect and analyse data on customer demographics, trends, opinions, buying habits, preferences, etc. as well as conduct competitor analyses and identify factors for potential market impact/distribution channels and analysis;
- Assess, interpret and evaluate outcomes of multiple research projects and ensure that existing and future data is accurate, timely and complete and oversee research and reporting procedures throughout the entire lifecycle, from creation to destruction/archiving;
- Identify and report on private sector industry trends and communicate/advise the global team on emerging topics;
- Ensure compliance by team members in developing global knowledge sharing and collaboration on all platforms regarding marketing/research and related reports;
- Supervise a global team of interns and associated marketing/research contractors and act as a mentor to engage students and contractors in a continuous improvement process to develop marketing/research techniques;
- Provide input to decisions on the ongoing management and improvement of the marketing/research program(s);
- Perform other related duties as required.

### Qualifications & Experience Required

#### Education:

- University degree in Library Science, Information Management, Business Administration, Marketing, Psychology, Social Sciences or other related fields. Advanced university degree or marketing/research related certification(s) is desirable.

### Experience:

- Proven track record for leading the process of undertaking and commissioning multiple marketing/research projects with at least 2 to 5 years postgraduate professional experience in the private sector, international development or in corporate social responsibility/sustainability;
- Utilizes proven research methodologies and techniques and produces deliverables of the highest quality, relevance and value based upon funding;
- Developed external networks to identify sources of funding, generate income, obtain projects or build relationships for future activities;
- Strong experience with evaluating and interpreting qualitative and quantitative data;
- Experience with training/employee outreach and educational material development regarding research results.

### Technical Skills & Knowledge:

- Excellent ability to approach and interpret marketing/research and reporting skills from a new and innovative perspective;
- Advanced knowledge of technology and computer systems, in particular electronic document management systems, social media tools and marketing/research databases;
- Excellent computer skills including full Office 2007/2010 suite and social media tools;
- Strong understanding of how technology can optimize the work of often geographically distributed groups and teams;
- Strong knowledge of marketing/research databases and related information technology platforms;
- Knowledge and high level of curiosity for private sector trends, marketing/branding and communications concepts;
- Aware of ethical issues involved with marketing, research and related work;
- Experience with Salesforce.com and SharePoint is preferred;
- General knowledge of United Nations system policies, rules, regulations and procedures governing the administration is an asset.

### Competencies:

- Excellent written, oral, communication, presentation and problem solving skills;
- Excellent use of innovation and creativity to solve routine problems in relation to marketing/research projects;
- Strong organization and strategic planning abilities;
- Ability to actively listen and incorporate different perspectives into the work process;
- Ability to work independently, as well as to organize, assess and coordinate the work of others;
- Strong time/project management skills and ability to work under stringent deadlines;
- Manage the use of marketing/research resources and ensure that effective use is made of them;
- Hands-on, proactive management skills and the ability to collaboratively work with a team across multiple geographies;
- Ability to build relationships and work harmoniously with people of different national and cultural backgrounds;
- Willingness to openly share best practices and educate others;
- Ability to maintain confidentiality.

### Language:

- Working knowledge (proficiency/level C) of English;

- Intermediate knowledge of another UN official language (Arabic, French, Spanish, Russian or Chinese) or Portuguese as a WFP working language is preferred.

**Application procedures:**

Go to: <http://i-recruitment.wfp.org/vacancies/12-0012365>

**Step 1:** Create your online CV.

**Step 2:** Click on "Description" to read the position requirements and "Apply" to submit your application.

NOTE: You must complete Step 2 in order for your application to be considered for this vacancy.

**Deadline for applications:** February 29, 2012

*WFP has zero tolerance for discrimination and does not discriminate on the basis of HIV/AIDS status. Qualified female applicants and qualified applicants from developing countries are encouraged to apply*

**REF: 12-0012365**

**Fighting Hunger Worldwide**