**TITLE:** Market Research Officer

**PARTNER(S):** Integrated Community Centres for Employable Skills (ICCES)

**COUNTRY AND PLACE OF ASSIGNMENT:** Ghana, Accra

**CONTRACT DURATION:** 12 weeks

**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.

The Integrated Community Centres for Employable Skills (ICCES) is an agency within the Ministry of Employment and Labour Relations aiming to address youth unemployment, the rural-urban drift of youth and contribute to the development of micro and small-scale enterprises. ICCES fills a major gap in employment generation by developing young human resources in line with the poverty alleviation goals of the Government of Ghana through the establishment of community-based vocational training centres.

The Market Research Officer will help contribute to the Uniterra Program’s objectives by building ICCES’ market and research capacity.
**RESPONSIBILITIES:**

- Assist in the development of a comprehensive market outreach and campaign program for ICCES;
- Develop tools and templates to capture relevant information from industry and employers for the program;
- Develop promotional and outreach materials for ICCES;
- Provide training to ICCES staff on the market strategy and its implementation;
- Ensure that gender and youth issues are incorporated in the design of the market and outreach strategy;
- Support in documenting the strategic marketing plan for ICCES and share with the Uniterra program in Ghana;
- Together with ICCES staff, document and promote success stories for the program.
- Ensure that there is equal participation of men and women in all activities;
- Write reports required by ICCES and the Uniterra program.

**QUALIFICATIONS:**

- Interest in social research
- Knowledgeable of MS Word, Excel, SPSS, PowerPoint etc.
- Must be willing to work in rural areas
- Ability to work independently and in a team environment
- Ability to adapt to a cross-cultural setting
- Strong written and oral communication skills in English