

TERMS OF REFERENCE

Position Title:	Market Research Specialist
Ministry/Entity:	Ministry of Industry & Commerce
Location:	Kabul
Section:	Enhanced Integrated Framework (EIF) Tier 1 Project
No. of Vacancies:	1
Base/Duration:	Contract based (12 months)
Reporting to:	Project Manager and Attaches Coordination Directorate
Salary:	As per NTA salary scale

Objective: *Mapping 3 products to specific target export markets, reviewing particularly standards and requirements and what is needed to overcome barriers (In collaboration with ongoing work of ITC, UNCTAD, UN-ESCAP and Afghanistan commercial attaches).*

Key Responsibilities:

- Conduct research and identify 3 top products for export to specific export markets in coordination with the relevant MoIC and private sector departments
- Conduct research and identify prospective target consumer sections and estimate revenue, profit potential and market size;
- Conduct research and analyze market trends to determine market needs;
- Conduct research on transport options, estimated transport cost and do cost-benefit analysis
- Conduct research on tariff and non-tariff barriers of the target countries
- Find out and report the requirements for the exports, including the health and other certificates and also delivery arrangement requirements
- Find out and report the customs clearance procedures for the products and target countries
- Recommend solutions and identify marketing strategies to maintain competitive market benefits;
- Seek and provide information to help the MoIC determine exporters' position in the marketplace;
- Gather data on competitors and analyse their prices, sales, and method of marketing and distribution;
- Analyze the financial viability of the export markets by using a template pro-forma. Create "what-if" scenarios for exports. Make recommendations on the targeted export markets to MoIC senior management;
- Conduct extensive and continued consultation with the private sector and exporters
- Develop step-by-step and detailed export manuals for each of the products and their targeted countries in National Languages and English, using pictures, charts and tables

Education, Experience & Skills

Education

- Minimum bachelor degree in economics, business administration, finance, mathematics, agriculture or related field. Master degree is preferred.

Experience

- A minimum of 3 years of experience in marketing and export-related activities, or research, finance, and similar fields. Work experience with private sector is desirable.

Skills

- Ability to design and implement specific research methods such as questionnaires or interviews
- Ability to carry out quantitative and/or qualitative researches, and accuracy and attention to detail
- Commercial and international market trends awareness
- Good analytical and numerical skills
- Confident presentation skills
- Proven ability to work effectively in complex and cross-cultural teams/environment;
- Ability to take a business problem and identify a primary solution based on market research;
- Familiarity with public sector procedures;
- Willingness to undertake extensive consultations with different stakeholders, especially primary stakeholders (and engage virtually as necessary);
- Ability to manage relationships with multiple stakeholders, including with AfT team, MoIC departments, external government bodies, the private sector, and international stakeholders
- Ability to use common computer software, including email, MS Office, and develop databases in excel
- Ability to take initiative to reach objectives
- Excellent communication skills in English, Dari/Pashto
- Strong written and verbal communication skills

Qualified female candidates are strongly encouraged to apply.

Submission guideline:

Qualified candidates may submit their application including a letter of interest, complete Curriculum Vitae via email to eif.moic@gmail.com and cc Coordination.ad@moci.gov.af before 27/02/2021.

Kindly indicate position title (Market Research Specialist) in the subject line when applying.

Submission Emails:

eif.moic@gmail.com

Coordination.ad@moci.gov.af

Deadline: 27/02/2021