Position: Marketing User Insights Manager

Reports to: Communications Coordinator

Supervision of: none

Starting date: 1 September 2020

Duty Station: Geneva / home based

Travel: none

Duration & contract type: 6 months, 100% - Consultancy

Eligibility: Only registered consultants can apply

About ACAPS

ACAPS is dedicated to helping humanitarians make better decisions. We want to put evidence at the heart of decision-making. To achieve this, we collaborate with a variety of partners across the humanitarian sector and beyond. We strive to be an evolving platform providing:

- Independent analysis to support evidence-based decision making for humanitarian operations.
- Deployment of experts to support assessments and analysis in crisis.
- Innovative approaches to collect more reliable and timely data and conduct rigorous analysis.

Purpose of the position

The post holder will support ACAPS’ team in gaining a deep insight into its users and will set the directions on how to interact with them. By doing so, ACAPS will increase engagement and ultimately improve quality of products and services.

Role and responsibilities

Generic responsibilities:
- Conducting research and analysing data to define ACAPS’ target audiences
- Monitoring performance across different platforms
- Presenting innovative ideas and strategies in line with ACAPS’ organisational strategy

Specific responsibilities:

1. Identify users, competitors and trends
   - Gain a good understanding of ACAPS current and potential users and target audiences, as well as analyse and interpret their behaviour.
   - Capture trends and act accordingly.
   - Identify competitors in the sector and analyse their behaviour.
   - In close collaboration with the Communications team, the selected candidate will help track and boost relationship with users.

2. Participate in the development of a CRM system
   - Together with IT and data experts, the Marketing Specialist will help build and run a CRM system in order to manage and collect users’ data over time from different sources.
   - Contribute to integrate the CRM system across the organisation, including team members’ knowledge and organizational culture to embrace the CRM approach.
   - Contribute to establish a good maintenance of the CRM system over time.

3. Help shape products and services
   - In close collaboration with Team Leaders, the Marketing Specialist will analyse users’ behaviour and will contribute in the development of existing/new products to make sure that ACAPS’ work better reflects what users need.
   - Identify gaps in our niche of the sector and act accordingly.
Critical interfaces:
- Closely coordinates and collaborates with the IM/IT department
- Maintain regular contact with Team Leaders regarding improvement of products and services

Competencies

Context specific skills, knowledge and experience
- At least 5 years of proven working experience in marketing research and/or market data analysis.
- Postgraduate qualification in marketing, economics, business, statistics, sociology, or any other relevant subject.
- Expertise on data analysis and customer insight.
- Understanding of CRM systems and other marketing tools.
- Sound knowledge of analytics and built-in analytics platforms.
- Sound knowledge of platforms for dissemination of content.
- Expertise on standard ICT office support tools including spreadsheets, word-processing and presentation software.
- Understanding of the humanitarian sector and emergency response context, including traditional and non-traditional actors, is a plus.

Generic competencies
- Proposes innovative ideas and new solutions to challenges.
- Adept at queries, report writing and presenting findings.
- Demonstrated problem solving skills and results oriented approach. Ability to use logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions or approaches to problems.
- Proven ability to work strategically to set goals and flexibility and creativity in realizing them.
- Outstanding coordination, communication, and inter-personal skills, including capacity to persuade and influence others, convey information effectively, as well as adjust actions in relation to others’ actions.
- Demonstrated analytical skills and written clarity, including ability to understand complex concepts and problems and synthesize information.

Behavioural competencies
- Communicating with impact and respect
- Working with people
- Social Perceptiveness
- Active Listening
- Planning and delivering results
- Adapting and Responding to Change

How to apply
To apply for this position please send your CV, a covering letter, and a proof of your consultant status to jobs@acaps.org with the subject “Marketing User Insights Manager” in the email.

The closing date for this position is 7 July 2020.