

Job descriptions

Senior Short Term Experts

Market and Evaluation Research for Mass Media Campaign

Euro Health Group, an international consulting company, acting on behalf of the Delegation of the European Commission to the Republic of Serbia, is recruiting various experts for the implementation of activities within an European Union funded project:

“Implementing the National Strategy Against Drug Abuse”

INSADA

The experts will support the development, implementation and evaluation of the Public Communication Campaign, other media and marketing communication tasks, as well as public health activities pertaining to drug abuse prevention. Required profiles include: Creative Consultants, Media Planners, Market Researchers, Public Health and Health Promotion Experts. In addition to appropriate educational profiles and professional experience, fluency in written and spoken English is required.

Initial creative input to campaign for pre-testing

Background:

The project will implement a national campaign on drug abuse prevention. Preliminary design concepts, messages and campaign brands will require pre-testing. A baseline survey and post-intervention survey will be undertaken to evaluate the impact of the campaign.

Expertise: Qualifications and skills of experts

- Market research – Study design, including design of questionnaires, discussion guides and coding for data collection instruments.
- Fieldwork – including training and supervision of fieldworkers and group moderators, implementation of fieldwork and data collection.
- Data analysis – including proficiency in SPSS or other statistical packages for data analysis, multivariate analysis and relevant tests for power, validity, reliability and statistical significance.
- Report writing – Compilation of data analysed into cohesive report and PowerPoint presentations and presentation skills to present summary results to executive group.



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Specific professional experience:

- More than 10 and preferably 15 years experience in market research management and implementation of qualitative/quantitative research designs in areas of public health and social issues research.

Job responsibilities will include:

- Working on promotional material for existing and new product entries
- Cooperating with advertising and PR agencies
- Observing relevant market segments frequently
- Establishing and maintaining personal contacts with relevant target groups and KOLs
- Close co - operation with all positions necessary to realise planned activities

Job requirements will include:

- A degree that allows practical work on development of creative's for the campaign
- Minimum 5 years of relevant experience
- Perfect written and spoken command of English language
- Computer literacy
- Good presentation and communication skills

Please forward your CV in English (EU template), and the cover letter to the following address

verica.jovanovic@insada.org

Deadline for applications: 16.09.2009.



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