

UNOPS helps its partners in the United Nations system meet the world's needs for building peace, recovering from disaster, and creating sustainable development. UNOPS is known for its ability to implement complex projects in all types of environments around the globe. In an effort to promote organizational excellence, UNOPS seeks highly qualified individuals for the following position:

Vacancy Details

Vacancy code: VA/2015/B5109/8735
Post Title: Marketing Consultant
Post Level: L-ICA 8
Org Unit: ECR/RSOC/Strengthening Social Cohesion in the Labour Market through Support to Disadvantaged and Vulnerable Groups Project
Duty Station (DS): Belgrade/Serbia
Duration: Up to work 30 days from 16 November to 31 December 2015
Closing Date: 4 November 2015

1. Project(s) Background

The overall objective of the Strengthening Social Cohesion in the Labour Market through Support to Disadvantaged and Vulnerable Groups (EU Support to Roma Employment) project is to provide innovative employment solutions for populations excluded from the formal labour market in the City of Belgrade and their full enjoyment of citizenship rights. The Project, which is funded by the European Union, started on 2 June 2014 and will end on 21 January 2016. The United Nations Office for Project Services (UNOPS) is responsible for the overall implementation of the Project, in partnership with the International Labour Organization (ILO), the United Nations Entity for Gender Equality and the Empowerment of Women (UN Women), the International Organization for Migration (IOM), the Office of the High Commissioner for Human Rights (OHCHR), and the Office of the UN Resident Coordinator.

The Project is directly addressing six problems:

1. Unemployment of Roma men and women, including the changes needed in the existing policy
2. Limited professional or educational qualification of Roma population
3. Inadequate support to informal waste collectors
4. Discrimination against Roma
5. Discrimination against women within Roma communities
6. Insufficient capacities of the Roma non-governmental organisations (NGOs) to actively contribute to social inclusion and mobilisation of their community.

One of the key achievements of the EU Support to Roma Employment was the realisation of the Self-employment Grant Scheme which contributed to the strengthening of Roma entrepreneurship in Belgrade as well as to the sustainability of Roma beneficiaries' business. Further effort regarding innovative employment solutions should, by the end of implementation, result in employment of at least 100 Roma men and women, and thus to the achievement of the Project's overall objective. Furthermore, through the capacity building of the national institutions, opportunities for development of other innovative employment measures targeting the unemployed Roma should occur.

Through an open and public competition, the project has awarded grants for self-employment, which enabled the start-up of 45 business entities (39 entrepreneurs and six small enterprises in the partnership) by 54 beneficiaries (22 women and 32 men). In order to ensure sustainability of their business, especially in the first months of business activities, the Project will provide marketing services advice to them.

Duties and Responsibilities

2. Purpose and Scope of Assignment

Under the direct supervision of the Project Manager, with the support of UNOPS Serbia Project Management Office Supervisor, and the UNOPS Serbia Communications Officers, the Marketing Consultant shall undertake the following tasks:

- Organisation and conduct of two workshops for two groups of beneficiaries (one group with 25 and the other with 26 participants) in order to present the basic aspects of business marketing, elements of the marketing plan, and short exercises including preparation of a marketing plan
- Preparation of a template for marketing plan, which should be used by the self-employed beneficiaries to draft their own marketing plans. As a minimum, the template should include the following, while at the same time not necessarily be limited to:
 - Introduction/Mission Statement/Vision Statement
 - Strengths, weaknesses, threats and opportunities (SWOT) analyses
 - Target customers – who are the customers and what do they need related to the products and/or services
 - Promotional activities and advertising
 - Pricing, Positioning and Branding - strategies for determining the price of product, positioning of product in the market and how to achieve brand awareness
 - Budget and Action Plan – how to achieve marketing goals and allocate the funds to them
 - Metrics – description of how to measure and monitor the results as well as how to decide where to make improvements, if necessary

The Consultant will take into account that the businesspersons have limited or no budget for marketing activities and will have to depend on own skills. For that reason the template should be simple and practical. The exact content of the plans will have to be approved by the Project Manager and the Project Management Office Supervisor.

- Field visits to 45 newly established business entities (39 entrepreneurs and six small enterprises in the partnership) in order to assess the marketing needs on the basis of location and type of business activities and to be able to provide better feedback to the beneficiaries (the beneficiaries' business entities are located in all municipalities of the City of Belgrade)
- Review of the submitted marketing plans (up to 45 plans), consultative services and provision of feedback to individual business entities to finalise the plans.

Required Selection Criteria

a. Education

- Master degree or equivalent, preferably in one or more of the following disciplines: Economy, Marketing or Communications
- Bachelor Degree with additional two years of experience might be accepted in lieu of Master Degree

b. Work Experience

- Two years of relevant experience in providing professional marketing services or related fields are required
- Experience in social inclusion related marketing will be considered as an asset

c. Key Competencies

- Thorough understanding of business and strategic marketing
- Strategic thinking
- Consulting skills
- Strong, demonstrated understanding of client service
- Excellent communication skills both written and verbal. Able to communicate at all levels of an

- organisation.
- Ability to balance a process-drive approach while generating innovative ideas
 - Experience in the use of computers and office software packages (MS Word, Excel, etc).
 - Must be able to work independently and take responsibility for all outputs which must be consistent, with sufficient depth, accuracy, and thoroughness

d. Language Requirements

- Fluency in Serbian and fluency in English is essential

Submission of Applications

Qualified candidates may submit their application, including a letter of interest, complete Curriculum Vitae, updated United Nations Personal History Form (P.11) to UNOPS via UNOPS Global Personnel Recruitment System at following link:

<https://gprs.unops.org/pages/viewvacancy/VADetails.aspx?id=8735>

This is a local position, it is therefore open to Nationals of Serbia and to individuals who have a valid residence/work permit.

Additional Considerations

- Please note that the closing date is midnight Copenhagen time (CET)
- Applications received after the closing date will not be considered.
- Only those candidates that are short-listed for interviews will be notified.
- Qualified female candidates are strongly encouraged to apply.
- For staff positions only, UNOPS reserves the right to appoint a candidate at a lower level than the advertised level of the post
- The incumbent is responsible to abide by security policies, administrative instructions, plans and procedures of the UN Security Management System and that of UNOPS.

It is the policy of UNOPS to conduct background checks on all potential recruits/interns. Recruitment/internship in UNOPS is contingent on the results of such checks.

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