

# KAPITA

## Market Analyst

KAPITA is a private sector development company that aims to empower small and medium-sized enterprises (SMEs) through investment, research, incubation/acceleration, and market development services.

KAPITA Investments aims to create programs and establish vehicles to facilitate investments into Iraqi startups. Our first program was the Iraqi Angel Investors Network that included more than 25 distinguished angel investors interested in developing the Iraqi ecosystem. Moreover, KAPITA currently manages the ScaleUp Academy accelerator and Oranger Corner Baghdad incubator.

We are an entrepreneurial organization that believes in the power of the private sector to achieve real change and impact. Our aim is to build a strong and thriving sector in Iraq. This is an exciting opportunity to join a fast growing firm and make a real impact.

## Duration

The contract duration is **8 months with 100% of FTE** *“full-time employment”*. The duration of the contract is *extendable*

## Professional competencies

- 2+ years experience in marketing or related field
- Posses search engines, web analytics, and business research tools acumen
- Excellent knowledge of statistical packages (SPSS, SAS or similar), databases and MS Office
- Strong communication and presentation skills
- Deep knowledge of data warehousing, and mining
- Adequate knowledge of data collection methods (polls, focus groups, surveys etc)
- Working knowledge with CRM programs
- Strong analytical and critical thinking
- Advise clients or senior management on the best ways to use provided data

## Roles and Responsibilities

- Perform valid and reliable market research SWOT analysis
- Utilize online market research and catalog findings to databases

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- Devise and evaluate methods for collecting data (Surveys, Questionnaires, Opinion Polls)
- Formulate a plan and present it to senior management or a client
- Interpret data, formulate reports and make recommendations
- Gather and analyze statistical data using modern and traditional methods to collect it
- Design specific research methods such as questionnaires
- Remain fully informed on market trends, other parties researches and implement best practices

## **Submission**

Please send your CV and any other supporting documents to [applications@kapita.iq](mailto:applications@kapita.iq) with the subject line "Market Analyst Application"

**Submission Deadline:** 26th September, 2021 6:00 pm Baghdad time

*Please Note that we can only respond to successful applicants that pass into the second stage of evaluation.*

**NOTICE:** Due to the urgency of the position, Kapita reserves the right of starting the interviews with selected candidates and fill the vacancy before the closing date.

Only shortlisted candidates will be contacted.

Female Candidates are encouraged to apply for this position. Kapita is an equal opportunity employer and we actively seek out diverse backgrounds, perspectives, and skills.