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THE REPUBLIC OF UGANDA

EMBASSY OF UGANDA
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16/12/2024

OUR REFERENCE:

JOB OPPORTUNITY

EMBASSY OF THE REPUBLIC OF UGANDA
5911 16TH STREET, NW
WASHINGTON D.C, 20011

Applications are invited from suitably qualified persons to fill the available job vacancy of a **Market Research Analyst** at the Embassy of the Republic of Uganda. Washington D.C

TERMS OF REFERENCE FOR A 'MARKET RESEARCH ANALYST'

1. Background

The Embassy of the Republic of Uganda in Washington, DC is mandated to promote Economic and Commercial Diplomacy (ECD) in the United States and other countries of accreditation namely; Argentina, Bolivia, Brazil, Chile, Colombia, Ecuador, Jamaica, Mexico, Trinidad and Tobago, Paraguay, Peru, Uruguay and Venezuela.

The objective is to increase market entry and finding new markets for Uganda's tradable goods, increasing tourism arrivals from the above countries to Uganda as well as increasing Foreign Direct Investment in the priority areas of Agro-industry, Mining and extractives industry including oil and gas, Tourism and Science, Technology and Innovation.

In line with its mandate, the Embassy will conduct market surveys on business sector opportunities, market conditions, requirements and standards in the United States for key Ugandan tradeable agricultural products namely; Coffee, Vanilla, Matooke and Tea. The objective is to provide information for Ugandan businesses and policy makers to inform their focus in the production, quality assurance and export of products to the United States.

In that regard, the Embassy seeks the services of an experienced Market Research Analyst to support the Embassy Team in data gathering and analysis, reviewing market trends, export procedures, product standards,

consumer preferences and processes that will facilitate the production of a comprehensive Data Mapping Tool.

2. Scope and Responsibilities of the Market Research Analyst

Under the supervision of the Deputy Chief of Mission (DCM), the Market Research Analyst is expected to undertake the following tasks:

- i). Gather and analyze data on market opportunities for the key Ugandan products (Coffee, Vanilla, Matooke and Tea) in the United States
- ii). Gather and analyze data on consumer preferences regarding the selected products
- iii). Compile an analytical list of United States standards, market entry requirements, regulatory requirements and procedures for the products (Coffee, Vanilla, Tea and Matooke)
- iv). Participate in selected ECD destination market visits and outreach activities of the Embassy as and when necessary

3. Outputs/Deliverables

- i). An entry work plan, periodic progress reports every two weeks
- ii). Detailed final technical reports
- iii). Data Mapping tool containing United States market conditions, consumer preferences and market entry conditions for the following Ugandan products: Coffee, Vanilla, Matooke and Tea

4. Copyright and Intellectual Property Rights

- a) All data resulting from the assignment is subject to Government of Uganda policies and regulations. The Market Research Analyst will be required to comply with the data security plan that governs how data should be stored, transmitted, and destroyed after the end of the assignment.
- b) All materials including photographs, documents and other formats will be copyrighted to the Embassy.
- c) The Market Research Analyst may not use, claim, reproduce or otherwise disseminate or authorize others to use, reproduce or disseminate such materials and information gathered for or

prepared for and belonging to the Embassy (except for Embassy purposes), without prior consent from the Embassy of the Republic of Uganda in Washington, DC.

5. Minimum Qualifications and competencies

Education	A completed Master’s degree in economics, public policy, statistics or related fields
Experiences	Experience in conducting research using data, analyzing trade statistics, market entry requirements and preparation of Data Mapping Tools
Knowledge of the policies in countries of accreditation	Conversant with the latest approaches to economic and private sector development topics in the United States, such as Foreign Direct Investments (FDI) and business regulations.
Organizational skills	Well organized, detail-oriented, able to prioritize, and manage multiple tasks simultaneously with minimal supervision and Team player.
Communication skills	Excellent written and oral communication skills with focus on descriptive reports for diverse audiences.
Language requirement	Written and spoken English is a must. Knowledge of other languages including Spanish and Portuguese is a plus.

6. Ethical Considerations:

The Market Research Analyst must ensure that the assignment is conducted ethically and professionally and contact with stakeholders, internal and external should be conducted in such a way not to injure the image of the Embassy.

7. Duration of the Work

The equivalent number of person work-days for the Market Research Analyst is (from December 26, 2024 to End of March 30, 2025, with a possibility of extension for 30 days). The agreed proposed professional fee will remain valid for the whole period.

8. Invoicing

Payment will be made in arrears on acceptance of deliverables and receipts of the corresponding invoices and supporting documentation as required. An indicative payment schedule will be agreed and form part of the contract.

9. Duty Station

The presence of the Market Research Analyst at the Embassy's office in Washington, DC, United States (5911 16th ST NW, Washington, DC, 20011), is required for at least 2 days per week. If required to travel out of duty station (to states or abroad), subsistence and accommodation expenses, travel, and all other related costs will be covered by the Embassy, as agreed prior to undertaking such travels.

10. Application procedure

Please send your application letter including

- A one page Resume
- Academic Credentials/certificates,
- A sample of your work preferably demonstrating your data analysis and research skills
- Any other relevant information.

Addressed to the Ambassador/Chief of Mission, Emailed to washington@mofa.go.ug and Copy to jesca.magoba@mofa.com/ by **December 20, 2024, 11:59 P.M.**, at the latest.