

## Terms of Reference

### Position title: Market analysis for education products/services – Aflaventures

<b>Organization</b>	Aflatoun
<b>Location</b>	Remote
<b>Job type</b>	Consultancy
<b>Remuneration</b>	Based on the proposal and level of experience
<b>Deadline</b>	30/11/2022

### The Organization

Aflatoun International is a non-profit organization, which offers social, financial & entrepreneurship education to children and young people worldwide, empowering them to make a positive change for a more equitable world. Aflatoun creates high-quality curricula for different age groups, which are contextualized to local needs and circumstances, and are implemented by over 300 partner organizations in 101 countries. Aflatoun programmes inspire children to discover their talents and put them to use, to stand up for their rights and those of their communities through active learning and problem-solving. They learn how to save, how to budget, and how to set up social and financial enterprises that benefit themselves, their families and their communities. Aflatoun has been recognized globally (Brookings, Harvard, HundrEd, Million Lives Club) for its high-impact, low-cost model, which has shown to be effective in changing behaviors of participants across the globe.

By using a social franchise model, Aflatoun transfers curricular content, monitoring and evaluation tools, and training capacity to partner organisations, helping them enhance their existing expertise and create an efficient learning ecosystem. Aflatoun's programmes follow an active-learning, participant-centered methodology, which combines social and financial education (SFE) through engaging participants, educators, government institutions and civil society organisations.

We are currently looking for a dedicated and enthusiastic Market Analysis Consultant to lead on our business development efforts with private schools.

### Purpose of the consultancy

Aflatoun International is in the process of strengthening its diversification of income streams. Key financial contributions come from Restricted Grants, Unrestricted Grants, Partnership Fees, Consultancies and Private Sector contracts. The purpose of this consultancy is to conduct a market analysis for 6 to 10 countries with high potential where Aflatoun, through its Aflaventure entity, can engage with the private sector to promote its existing or new products and services.

### Deliverables:

- Identify a list of countries where the private sector (education and financial) can be approached with current and new Aflatoun products/services (mid-November 2022)
- Conduct a detailed market analysis for 6 to 10 countries out of the list of countries developed. The market analysis should provide accurate information regarding market size, potential market share, list of potential clients Aflatoun can engage with (December 2022)
- Based on the analysis, the consultant should recommend new business opportunities - including new markets, growth areas, trends, customers, new products, and services (Mid-January 2023)

- Identify promotional strategy and activities with the Communications department supporting sales campaigns (End of January 2023)

### Required Skills & Qualifications

- Business and entrepreneurial mindset with the ability to conduct a thorough market study at an international level
- Expert knowledge of the role of the private sector (financial and education)
- Demonstrated ability to understand external corporate drivers and implement internal strategies to allow Aflatoun to achieve its goals
- Strong organizational skills and the ability to perform multiple tasks simultaneously, set priorities and work in a team characterized by diverse cultural backgrounds
- Self-driven with a high sense of creativity, quality, accuracy, efficiency and meeting tight deadlines
- Fluency in oral and written English and preferably other languages

### Hiring details

The position is for a Consultancy. We offer a dynamic and pleasant multicultural working environment. The consultant is expected to submit a CV with a short proposal and an estimated budget to complete the deliverables.

Due to the nature of Aflatoun's work with children around the world, specific attention is drawn towards Aflatoun's Child Protection Policy and its Policy on the Protection of Sexual Exploitation and Abuse (PSEA). These two policies are required to be signed by consultants and forms part of the consultancy contract. The applicant commits to zero tolerance toward sexual exploitation and abuse.

### Reaction

Please apply online at <https://aflatoun.bamboohr.com/jobs/view.php?id=153>

no later than 10/10/2022. If you have any specific questions about the position please contact Deputy CEO Lama Yazbeck at [lama@aflatoun.org](mailto:lama@aflatoun.org).