



Terms of Reference

Consumer Experience Associate

About *Sight and Life*

Sight and Life is a humanitarian think tank working for a world free from malnutrition. As a think tank, we provide knowledge services to our clients and partners. Over the last five years, *Sight and Life* has shifted from product development in to nutrition service provision. We specialize in the programming of nutritious foods, the sale of foods at retail and social business enterprises, which all focus on creating nutritious products and services that are desirable, aspirational, and affordable to the end user or consumer. It is only through the regular consumption of nutritious foods that we can have an impact on nutrition status.

We have found that traditional efforts, focused mainly on increasing nutrition knowledge and awareness, have shown limited results in driving demand for nutritious and safe foods. Successful interventions require creative, data-driven strategies that consider all aspects influencing demand including product, price, place and promotion to create value for nutritious foods and dietary behaviors in the consumer's mind.

We apply innovative, evidence-based, and consumer-centric principles and approaches to drive demand in our business model work, including social marketing, design thinking, behavior change communication, and innovative consumer education.

In addition to supporting demand generation for nutritious products and services, *Sight and Life's* strategic goal is to develop the capacity of members of the nutrition ecosystem for demand generation.

As our project portfolio grows, we are looking for an addition to our team with experience in consumer centered research, product and service design, and monitoring and evaluation. Our current focus countries for consumer research are Bangladesh, Ethiopia, Ghana, India, Indonesia, Kenya, Malawi, and South Africa.

Duties

The consumer experience associate will:

- Ideate, conceptualize and support the *Sight and Life* team in consumer research proposals
- Assist in the development of consumer surveys and qualitative research instruments
- Create presentations and briefs for external stakeholders
- Support in the development of training materials for social marketing
- Attend and facilitate workshops for external stakeholders
- Support in the design of innovative, consumer-centered and culturally appropriate approaches that will generate quick consumer insights
- Prototype marketing tactics and pre-test ideas with the target audience (co-design and design-thinking methodologies)
- Support with qualitative data analysis
- Participate in key project calls



Qualifications

- Master's degree in marketing, marketing management, behavioral economics, consumer psychology or a related field
- 3 to 5 years of experience in marketing research, marketing strategy and campaign development, consumer centered product and service design, design thinking for innovation.
- Trained in qualitative and quantitative consumer research methods
- Qualified in design-thinking
- Experiences in participatory research methods and insight generation methodologies

Skills

- Creative, entrepreneurial, self-motivated and innovative
- High capacity for analysis and synthesis
- Ability to challenge the status quo in a way that builds shared understanding rather than confrontation
- Exhibits good judgement and strong ability to work in complex, and often unstructured, environments
- Adapts quickly to changing circumstances
- Ability to teach others what s/he knows
- Exceptional written and oral communication skills in English
- Excellent team player

Work conditions

This is a full-time position based out of Bangalore, India and includes potential travel (up to 25%). Salary is commensurate with experience.

Please submit your resume, cover letter, writing sample and portfolio of work to hr.sightandlife@gmail.com