



International Organization for Migration (IOM)
The UN Migration Agency

Open to External Candidates CONSULTANCY ANNOUNCEMENT

Position Title : **Consultant Target Group Analysis via Facebook Survey**
Duty Station : **Home-based**
Reference Code : **CS-DE1-2020-08**
Classification : **Fee-based consultancy**
Type of Appointment : **6 weeks consultancy**
Estimated Start Date : **21 September 2020**

Established in 1951, the International Organization for Migration (IOM) is the leading intergovernmental organization in the field of migration and works closely with governmental, intergovernmental and non-governmental partners. IOM is dedicated to promoting humane and orderly migration for the benefit of all. It does so by providing services and advice to governments and migrants.

Organizational Context and Scope:

A well-researched and differentiated target group analysis is crucial for a comprehensive understanding of the AVRR beneficiaries' needs and constant improvement of tailored assistance towards a sustainable reintegration after return. It is particularly important for countries with a variety of cultures and religious and/or ethnic groups such as Iraq or Nigeria. The same holds true for certain demographic characteristics like age, gender, or educational level. These groups might differ considerably in their information and communication behaviour and often have had different reasons for migrating to Germany. This in turn, might have a strong influence on their return motives but also on the circumstances and needs for a sustainable reintegration.

As, at present times, relatively little is known on Nigerian and Iraqi migrants in Germany as related to their socio-demographic/-economic characteristics, their respective return motivations or barriers to return, and their specific needs for a sustainable reintegration in their countries of origin, IOM Germany is conducting a target group analysis to get more insights into these aspects. In addition to the sociodemographic information, the study aims at getting more information about relevant communication and information channels to address migrants appropriately and by this contribute to an informed decision making.

The overall aim of the project is to contribute to an informed return decision-making through the development of tailored outreach activities and to promote the sustainable reintegration of voluntary returnees from Germany in Iraq and Nigeria by acquiring data for the evidence-based improvement of existing projects and the development of new initiatives.

This research project will provide important information for strategies increasing the range of projects and programmes supporting voluntary return and reintegration and improve how target groups are outreached and informed about voluntary return.

Core Functions / Responsibilities:

Purpose

Under the overall guidance of the Head of the Project Support Unit and the Senior Project Assistant (Researcher), the Consultant will be responsible for the preparation of a survey that addresses potential respondents via Facebook Advertisement in the framework of a target group analysis of Iraqi and Nigerian migrants living in Germany.

Methodology / Activities

In particular, it is foreseen that the consultant will:

- Define sampling criteria to reach the intended target group
- Design several Facebook advertisements
- Develop a methodological framework in order to test the effectiveness of the respective advertisements (how are they accepted by the respective target group)
- Contribute to the set-up of a well-designed questionnaire for the respective target group
- Provides consultancy on other relevant aspects related to the research project, as requested

Output / Deliverables

- Sampling criteria for the respective target groups are established
- Various target group specific Facebook advertisements are created
- A methodological framework in order to test the effectiveness of the respective advertisements for the target groups is established
- Input to the questionnaire design has been delivered

Timeframe

The time frame for the completion of the assessment would be a total of six weeks. It is envisioned that the consultancy will commence on 21 September – 31 October 2020.

If the restrictions due to the COVID-19 pandemic allow, the consultancy will include two travels to the IOM country sub-office Nuremberg for coordination meetings, one in the beginning, another one at the end, if requested by the responsible project staff. The costs for the travels are included in the remuneration and will be covered by the consultant.

Required Qualifications and Experience

Education

- Completed Master's degree in Social Sciences, Development and/or Migration Studies, Political Sciences, Statistics, Economics, or a related field from an accredited institution; doctoral degree in one of the above fields is an asset;

Experience

- Proven experience in creating Facebook Advertisements in an intercultural context
- Proven experience in survey design and methodology; experience with the sampling of hard-to-reach populations is a strong asset;
- Proven professional experience in the field of migration research with track records of relevant publications; experience in return migration is an asset;
- Experience with outreach campaigns in the migration context is desirable;

Technical Competencies

- General understanding of migration issues in the region
- Ability to create target group specific advertisements with social media like Facebook and analyse their effectiveness
- Technical expertise in implementing systematic sampling methods through filtering systems in social media
- Strong computer literacy and experience with migration data analysis through software (e.g. SPSS, Stata, R, MS Excel, MaxQDA, NVivo);
- Ability to produce quality work accurately and concisely according to deadlines;
- Ability to work effectively and harmoniously with counterparts of varied cultural and professional backgrounds;

Languages

Fluency in English and German (written and oral) is required.

Required Competencies

The successful candidate will demonstrate the following core behavioural IOM competencies:

Values

- Inclusion and respect for diversity: respects and promotes individual and cultural differences; encourages diversity and inclusion wherever possible.
- Integrity and transparency: maintains high ethical standards and acts in a manner consistent with organizational principles/rules and standards of conduct.
- Professionalism: demonstrates ability to work in a composed, competent and committed manner and exercises careful judgment in meeting day-to-day challenges.

Core Competencies

- Delivering results: produces and delivers quality results in a service-oriented and timely manner; is action oriented and committed to achieving agreed outcomes.
- Managing and sharing knowledge: continuously seeks to learn, share knowledge and innovate.
- Accountability: takes ownership for achieving the Organization's priorities and assumes responsibility for own action and delegated work.
- Communication: encourages and contributes to clear and open communication; explains complex matters in an informative, inspiring and motivational way.

IOM's competency framework can be found at this [link](#).

Other

Any offer made to the candidate in relation to this vacancy notice is subject to funding confirmation.

How to apply:

Qualified candidates are invited to submit a cover letter, resume (maximum 2 pages) and one example of relevant previous work as well as the proposed fee to HRD Germany (HRDGermany@iom.int) (max 5 MB). Due to the volume of applications, IOM will not be able to respond to all inquiries about the application status and will only contact shortlisted candidates for an interview.

Posting period:

From 04 September 2020 to 15 September 2020

Contact

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