



BURRO BRAND GHANA LTD

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Career Opportunity – Burro Market Research Analysis Fellowship

About Burro:

Burro® sells quality products that help our customers save more and earn more. From simple innovations like our home solar power systems, to the world's most fuel-efficient gari roaster, the Elephant™, Burro products deliver better living affordably. Our collaborative, innovative, and dynamic team is making a real difference in the lives of real people across Ghana and beyond. You're welcome to join in the magic Burro is creating.

Burro Fellowships:

Burro fellowships offer an opportunity to accelerate a project vital to our mission while immersing yourself professionally and culturally with Ghanaians from all walks of life. Burro elevates, celebrates, and develops smart, collaborative, problem-solving, hard-working, civic-minded, entrepreneurial leaders—so expect fast-paced learning, an inspirational mission, and regular demands to step up and live up to Burro's promise, *Do More*.

The Position:

Burro strives to provide innovative, best-value goods and services across a wide range of categories vital to enhancing the lives of our customers. The Market Research Analysis Fellow will lead initiatives to evaluate existing and potential product offerings to ensure they are investment-worthy assets for Burro customers. Specific duties include:

- Conduct in-person and desk research to understand what factors impact net earnings for rural Ghanaians, Burro's target customers.
- Model best-case, worst-case, and typical scenarios for producers in particular industries, including shea butter, palm oil, cassava, and dry season farming.
- Work with Burro's R&D team to set price, cost-saving, and productivity parameters for new products to ensure all Burro products pay for themselves in six months or less.

Qualifications:

- A degree in Market Research, Economics, Business, Mathematics, or Statistics with experience in market research analysis including conducting surveys, data analysis, and business modeling
- Experience conducting research in rural, base-of-the-pyramid settings preferred
- Demonstrated history of honesty, strong work ethic, self-motivation, and problem solving
- Willing to relocate to Koforidua, Ghana for a minimum of six months
- Passion for delivering on Burro's promise—Do More

Support:

One round-trip ticket to Ghana, housing, and in-country transportation are provided, as well as a modest monthly stipend to cover food and other sundry expenses. Fellows are encouraged to look for additional sources of funding outside of Burro, and Burro will assist in that process however possible.

To Apply:

Send a cover letter and CV to careers@burrobrand.biz no later than **5th March, 2018**. Email should have the subject line: **Market Research Analysis Fellowship**