



# Job Description

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<b>Job Title</b> Consultant: Optimization	<b>Job Location</b> Dar es Salaam	<b>Category</b> -
<b>Job Type</b> Full Time	<b>Job level</b> Intermediate	<b>Industry</b> Business Services / Consultancy

**Open to Expatriates**  
Only Open to Tanzanian Nationals

## Minimum Requirements

<b>Min Budget</b> -	<b>Max Budget</b> -	<b>Primary Industry</b> Business Services / Consultancy: 3 Years
<b>Secondary Industry</b> -	<b>Primary Category</b> -	<b>Secondary Category</b> -
<b>Certificate</b> -	<b>Qualification</b> -	

## Summary

This role, as a Consultant specializing in optimization, will be crucial in driving data-driven decision-making, conducting market research, and providing valuable insights to support strategic initiatives. You will be responsible for gathering and analyzing data, identifying trends and patterns, and translating findings into actionable recommendations. Your expertise in data analysis and research methodologies will contribute to the organization's growth and help drive informed business strategies.

## Responsibilities

### Data Analysis, Interpretation & Insight Generation

- Gather and analyse data from various sources, such as surveys, databases, and market reports.
- Utilize statistical techniques and data visualization tools to uncover insights and trends.
- Identify key performance indicators (KPIs) and develop tracking mechanisms to monitor business performance.
- Present data-driven insights and recommendations to stakeholders in a clear and concise manner.
- Identify patterns, correlations, and trends in data to generate meaningful insights.
- Translate data insights into actionable recommendations for business strategies and initiatives.
- Work closely with cross-functional teams to provide insights that inform decision making and drive business growth.
- Collaborate with stakeholders to understand their specific information needs and deliver tailored insights.

### Competitive Analysis, Market Research & Client Insights

- Conduct client research and analysis to understand their needs, preferences, and behaviours.
- Utilize client feedback, surveys, and other data sources to gain insights into customer satisfaction and loyalty.
- Identify opportunities for enhancing the client experience and driving client retention.
- Monitor and analyze competitors' activities, including product offerings, pricing strategies, and marketing campaigns.
- Assess the competitive landscape, identifying opportunities and potential threats.
- Develop competitive intelligence reports and recommendations to guide strategic decision making.
- Conduct comprehensive market research to identify industry trends, competitor analysis, and customer behaviour.
- Design and execute research studies, including surveys, interviews, focus groups, and market segmentation analysis.
- Collect and analyse data from primary and secondary sources to gain insights into market dynamics and opportunities.
- Synthesize research findings into actionable recommendations for strategic decision making.
- Collaborate with teams to develop customer-centric strategies and initiatives.

### Reporting, Presentation, Data Integrity and Quality

- Prepare insightful reports and presentations to communicate research findings, trends, and recommendations.

- Present findings to stakeholders at various levels, including executives and cross-functional teams.
- Customize reporting formats and content to meet the needs of different audiences.
- Ensure reports are accurate, visually appealing, and effectively communicate key insights.
- Ensure the integrity and accuracy of data by implementing quality control measures.
- Establish data collection and management processes to maintain data accuracy and consistency.
- Stay updated with data protection regulations and ensure compliance in data handling and analysis.

## Education & Qualifications

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- A Bachelor's degree in the related field. Masters degree in the same or similar field is an added advantage.

## Requirements

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- A minimum of 3 years experience

## Characteristics

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- Excellent communication and interpersonal skills.
- Analytical mindset and problem-solving capabilities.
- Proactive and self-motivated attitude.
- Strong business acumen and strategic thinking.
- Detail-oriented and meticulous approach to work.
- Ability to remain composed and make sound decisions in high-pressure situations, demonstrating resilience and adaptability.
- Exceptional organizational and time management skills, enabling effective multitasking and prioritization in a fast-paced environment.
- Ethical and professional conduct, maintaining confidentiality, integrity, and compliance with relevant regulations and policies.
- Embracing a growth mindset, being open to change, and continuously seeking opportunities for personal and professional development.

## Reporting To

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Manager: Optimization

## Driving Licence

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Not Required

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