

# Fundación Educación para el Empleo

## Business Value Assistant

### Madrid, Spain

*Do you want to do a job that really makes a difference? Are you energetic, creative and self-motivated?  
Apply to join the Fundación Educación para el Empleo (EuropEFE) team as Business Value Assistant*

#### **About the Organization**

EuropEFE is the European hub of the Education For Employment Network (EFE), the leading youth employment organisation in the Middle East and North Africa (MENA), providing unemployed disadvantaged youth with the skills and opportunities they need to build careers that create a better future for themselves, their communities, and their countries, while helping companies find the talent they need to continue growing. We operate in Egypt, Jordan, Palestine, Morocco, Tunisia, Yemen, Saudi Arabia, and Algeria, with global hubs in Europe, the US, and the UAE. We have established over 2,700 public and private partnerships with local, regional, and international partners, and are enjoying a period of rapid growth. In order to continue scaling-up and ensure sustainability, we are investing in developing our valued-based approach to private-sector companies.

#### **Position Summary**

The Business Value Assistant is an exciting and varied role. You will be an important contributor to our new strategic phase, focusing on a pioneering project in Jordan with a view to expanding it to other countries. Your goal will be to help drive our value-based approach to the private sector. To achieve this you will be involved in planning and implementing multi-channel campaigns geared at making EFE's business case to the private sector.

Reporting to the Senior Research, Communications & Business Development Manager, you will work closely with our Jordan team, as well as with staff across the EFE network. This position offers an excellent opportunity to continue to develop skills and experience within a growing international brand. It would ideally suit someone who can balance analytical and creative skills with commercial understanding, and a keen eye for detail.

#### **Main responsibilities**

- Working closely with the Business Development and Corporate Engagement teams in the development and execution of our value-based proposition to the private sector
- Conducting and facilitating internal and external research and discovery around value-based pricing, market trends, and mapping "as is" vs. "to-be" business models across a wide range of companies
- Monitoring relevant competitors to ensure appropriate brand positioning
- Identifying target operational and financial metrics and use these metrics to develop ROI models to quantify the strategic value of the EFE model
- Processing and analysing data collected by M&E teams and turning it into easy to digest, actionable insight to prove value hypothesis
- Supporting qualitative and quantitative analysis and documenting benefits and impacts
- Reporting on activity and tracking KPIs
- Building standard graphics and charts to reflect value impacts
- Creating value-proposition collateral – leaflets, brochures, roll-ups, print ads, online banners, email templates, presentations – using Adobe software (Photoshop, InDesign, Illustrator, etc.)
- Writing and proofing copy
- Researching new partnerships across Europe to increase our network of employer partners

- Assisting the Senior Research, Communications & Business Development Manager with other ad hoc tasks as required, with the flexibility and initiative to support the wider team goals.

### **Experience, skills and qualifications**

#### **Essential**

- BA/BS degree from a top university in a quantitative field (e.g. Business, Finance, Economics, Marketing, or related areas)
- 0-1 years of experience, with a proven track record of contributing to successful commercial campaigns geared at the private sector
- Excellent quantitative analysis and financial modelling skills
- Fluency in English
- Excellent communication skills, both verbal and written
- Understanding of budgets, CRMs, ROI reports
- Highly numerate, and competent at visualising and analysing data
- Strong spreadsheet skills (Excel) and numeracy
- Excellent Design skills (Adobe Suite – InDesign, Photoshop, Illustrator, etc.)
- Strong copywriting and presentation skills, with a keen eye for detail
- Good organisation, time-management and forward planning
- Strong work ethics and ability to work independently and in a team

#### **Desirable**

- Knowledge of Google Analytics
- Knowledge of Google Adwords
- Photography and video editing skills
- Experience as a volunteer, intern or employee at an NGO or international organization
- Experience in the MENA region
- Arabic language skills

**Compensation:** Commensurate with experience.

**To Apply:** Send a cover letter and CV to [europa@efe.org](mailto:europa@efe.org) with BVA POSITION in the subject line. Please tailor your cover letter to highlight how your qualifications meet the credentials listed above. Apply ASAP - applications will be reviewed as they are received and we seek to fill this role immediately.

**Note:** *EuropEFE is an equal opportunity employer. It is EuropEFE's policy to seek out and hire, at all levels, individuals without regard to race, religion, age, colour, nationality, sex, sexual orientation, veteran status, or physical ability. We affirm our policy of offering equal employment opportunities to all individuals through our hiring practices.*