



Position Description

TITLE: DEPUTY DIRECTOR & PRINCIPLE INVESTIGATOR FOR QUALITATIVE RESEARCH

DEPARTMENT: RESEARCH & METRICS

DATE: AUGUST 2008

Population Services International (PSI) is the world's leading non-profit social marketing organization, operating in more than 60 low and middle income countries. PSI creates demand for essential health products and services by using private sector marketing techniques and mass media and community and clinic-based communications campaigns. On the supply side, PSI works with the private, non-profit and public sectors to increase the availability of these products and services at prices that are affordable to low-income populations. With a bottom-line orientation that is rare among non-profits, PSI markets products and services for family planning, maternal and child health, and the prevention of AIDS, malaria and other diseases. PSI Research & Metrics aims to improve the performance of PSI interventions through multi-disciplinary research, monitoring and evaluation on populations and markets. For more information, please visit: www.psi.org/research

PSI Research & Metrics seeks a Deputy Director/Principal Investigator for Qualitative Research to be based in Washington, DC. The Deputy Director/Principal Investigator will supervise DC-based and remote research staff. He/she will also lead PSI's qualitative research initiatives for formative research and concept development. The goal and purpose of the position is to improve the quality and use of qualitative research for programmatic decision making at field and international levels. The position will require extensive travel (about 30% of time) and reports to the Director of Research & Metrics.

RESPONSIBILITIES The Deputy Director/Principal Investigator will work closely with the PSI/country offices, country-level researchers, regional researchers and PSI/Washington, DC to:

- Supervise research staff, including those based in Washington DC, located in the field and at universities, and independent consultants;
- Scale up the FoQus on Concept Development and FoQus on Segmentation initiatives by building local and regional capacity to design, execute, and interpret qualitative studies for communication concepts;
- Assist with the FoQus on Scales (to create multidimensional scales) and FoQus on Concept testing (to pretest communication strategies) initiatives as necessary;
- Develop new marketing research strategies to assist field offices with program design and implementation;
- Document best practices in qualitative research, by writing concept papers, tool kits chapters, study templates, lessons learned documents, and case studies;
- Analyze data, write social marketing research reports, and deliver presentations to internal and external stakeholders;
- Publish study findings in working papers and peer-reviewed journal articles;
- Serve as working paper series editor;
- Lead Research-2-Action (R2A) training initiative in Washington, DC and assist with other R2A trainings as necessary;
- Provide technical assistance to PSI stakeholders as requested; and
- Raise funds for research.

QUALIFICATIONS

- PhD in public health, anthropology, psychology, sociology, population studies, communication or a related field;
- Additional four years professional experience in the design, analysis and management of qualitative research pertaining to at least one health area/service (HIV, family planning, malaria and/or social franchising);
- Supervisory experience in a research setting;
- Experience designing different types of qualitative studies and analyzing qualitative data;
- Ability to develop research training tools and materials for a variety of contexts, learning curves and needs;
- Extensive knowledge of a qualitative analysis program (e.g., Atlas TI);
- Experience implementing and/or managing the implementation of quantitative research;
- Management of multiple research studies and developing capacity of country-level research staff;
- Ability to travel up to 30% of the time internationally; and
- Excellent written, verbal and inter-personal communication skills.

Preference will be given to candidates with work experience in low and middle income countries, knowledge of public health issues and social marketing product, ability to speak French, Spanish, or Portuguese, and/or familiarity with the international donor development community.

Please apply online at www.psi.org. No calls or emails please.

PSI is an Equal Opportunity Employer and encourages applications from qualified individuals regardless of race, religion, national origin, sexual orientation or disability.