

Job Title: Head of Insights
Reporting Line: CEO Invest2Innovate (i2i)
Department: i2i Insights Lab
Base: Islamabad (Pakistan)

Invest2Innovate has been an ecosystem builder and key player in Pakistan's startup space since 2011. Beyond supporting entrepreneurs and entrepreneur support organizations in Pakistan and the region, i2i also releases comprehensive research via our Insights Lab, that has indexed and provided significant analysis about the evolving Pakistan startup ecosystem. You can learn more about our Insights Lab and research products [here](#).

We are currently hiring for our Head of Insights, who leads our research team, and are seeking an entrepreneurial individual with a growth mindset, who is passionate about research and data-driven stories about the Pakistan startup space and beyond. Our Head of Insights drives the agenda of the Insights Lab and manages a team of researchers to execute on exciting research and initiatives.

Please send a CV and cover letter on why you believe you should be our next Head of Insights to sana@invest2innovate.com.

Skills and Experience

- Experience of conceptualizing and conducting research studies, and synthesizing insights from data efficiently.
- Excellent research protocol development, data collection & analysis, instrument development, analytical, and report writing skills are a must.
- Excellent communication skills - both written and oral. Especially, must have excellent writing and editing skills.
- Demonstrable experience in successfully managing stakeholder relationships at a senior level, including clients/industry peers as well as research related stakeholders such as participants in research studies.
- Demonstrable experience in a senior role and proven track record of effectively managing people.
- Keen interest in (understanding) the entrepreneurship space in Pakistan and drive to engage with the key players in the space on a rolling basis to exchange insights and learnings.
- A team player who is able to play an active part in a team that creates and implements a shared vision for the future and works together collaboratively.
- Self-regulated and work well autonomously. Excellent time management skills.
- Capable of managing different projects simultaneously, while effectively taking care of changing priorities in an agile manner.

Software Skills

Analysis & Visualization

Statistical Package for Social Sciences (SPSS)

Microsoft Excel *(for Data Analysis)*

Tableau, Atlas.ti and/or MAXQDA *[for qualitative data analysis]*

G Power & Raosoft *[For Sampling]*

Power BI *[for analysis, dashboards & data visualization]*

Figma *[for wireframing in UX Design & Research]*

Piktochart & Infogram *[for visualization]*

Collection

SurveyMonkey

Kobo Toolbox

Survey CTO

Typeform

About Invest2Innovate

[Invest2Innovate](#) supports startup communities in growth markets, and has been working in Pakistan since 2011. We provide support to entrepreneurs via our own flagship program the i2i Accelerator, and also design & build programs for entrepreneurs via partnerships with players like Facebook, Karandaaz & the World Bank. i2i has worked with programs and entrepreneurs in Pakistan, Bangladesh, Nepal, Vietnam, Cambodia, Iraq, Lebanon, and the rest of the MENA region. i2i also releases comprehensive data & briefings on Pakistan's startup ecosystem via Insights, our research arm, and i2i's sister entity, i2i Ventures, is our venture capital fund for Pakistan, investing in high-growth early-stage startups in the country.

At Invest2Innovate, we have built an amazing community of mentors, investors, partners, and friends who make what we do in Pakistan possible. As Brad Feld, the co-founder of Techstars, wrote in Startup Communities, "Building a startup community is not a zero-sum game in which there are winners and losers; if everyone engages, they and the entire community can all be winners."

We are passionate about developing the life cycle for entrepreneurs – from partnering with incubators and startups competitions that produce ideas that can be fed into the Invest2Innovate pipeline, to working with local and international investors who our entrepreneurs can access for future funding. We want to see success stories emerge from growth markets like Pakistan, which means collaborating with all stakeholders in the startup ecosystem to better support the growth of these companies. It also speaks to the growth of our own work since 2011, and how we take an ecosystem-based approach in how we operate.

Key Responsibilities

In-house Assignments (ongoing)

1. Quarterly Sector Briefings
 - Strategize how the product can be improved over time, i.e., bringing intentionality to how the content is positioned
 - Determine based on industry news, analysis and commentary from experts, sectors for each mapping exercise. Gauge investors' and founders' interests – primary audience of the newsletters – using social media posts, webinars, and pop press articles to decide key topics of significance
 - Design data collection tools/instruments
 - Provide support to junior team members on coordination related to data collection, i.e. stakeholder mapping, collating contact databases, and setting up a data collection schedule wherever applies.
 - Oversee and direct other members of the team on cleaning, organizing, visualizing, and analyzing the raw data
 - Collating the findings into a bitesized newsletter for readers.
2. Deal Flow Tracker
 - Strategize how the product can be improved over time and determining how the tracker can be expanded to include other key variables impacting investments in the country
 - Supervise the team member responsible for gathering data from secondary and primary sources to incrementally update the tracker with incoming deal information as well as triangulating data through stakeholders such as, founders and investors.
 - Create quarterly deal flow updates in the form of descriptive analysis as well as a visualizations for social media use
3. Monthly Newsletter
 - Oversee the collation of data for the monthly startup newsletter including top stories from the ecosystem.
 - Provide oversight on the product positioning, content, design, etc. to ensure a properly packaged product is being shared with a relevant audience

4. Pakistan Entrepreneurship Ecosystem Reports (Every other year)
 - Work on the Startup Ecosystem Report 2021 with the rest of the insights team
 - Create a research plan for the entire study
 - Lead desk research, map out key indicators to be assessed, data collection instruments to be used, and determine overall target sample size and composition with support from the Research Associate and Head of Insights.
 - Supervise data collection including surveys and ensure that data collection targets and timelines are met by the team.
 - Lead the completion of final milestones of the study such as, data cleaning, analysis, and collating the data into a proper report under the supervision of the Head of Insights.

5. Market and User Experience Research (Portfolio Companies)
 - Plan and execute initial needs assessment for portfolio companies to understand their data needs to help understand how and to what extent can the Insights team support them
 - Design data collection tools for portfolio companies and oversee any desk research needs associated with it
 - Help design data analysis plan to foresee the specific questions/assumptions the research activity needs to answer

Prepare a final key takeaways and 'So What?' document to help portfolio company and the VC fund envision how the findings will be used to reiterate/design/create products, services and/or features.

Other responsibilities

- Assist with submitting research project proposals against RFPs released

Brainstorm ideas around potential research partnerships to help expand i2i's research work

Head of Insights Selection

1. Initial interview
2. PI test, 2 references + writing sample
3. 2nd interview w/ team (+ Duaa?)
4. Case Study