

We Are Hiring!

Open Position
Reports to
Contract type
Level
Deadline

Business Insights & Market Validation Specialist
Head, Programs & Ventures
Permanent
Expert
14th July, 2025



COMPANY PROFILE

Innov8 Hub is a not-for-profit, non-governmental organization, with a mandate to groom innovators, researchers, creatives, and venture creators. We strategically aid and collaborate with organizations and individuals seeking to transform their ideas into solutions.

JOB SUMMARY

We are seeking a highly analytical and business-oriented Business Insights & Market Validation Specialist to strengthen our support for startups, inventors, and early-stage innovators. This role is focused on using data, research, and market intelligence to help ventures validate their ideas, refine their solutions, and make informed decisions that enhance product-market fit and scale potential.

The ideal candidate will bring 5–8 years of experience in market research, data analysis, business development, and strategic insight generation. You will work closely with innovators to design research frameworks, analyze customer feedback, develop feasibility studies, and support pivots or refinements grounded in real-world market intelligence.

This role also requires strong visual storytelling and proposal design skills, as you will translate findings into clear, compelling documents and presentations using tools like Canva, Figma, or Adobe Creative Suite.

KEY RESPONSIBILITIES

Market Validation & Business Insight

- Design and execute customer discovery efforts, market assessments, and validation studies for startups and innovation projects.
- Develop the right set of questions, frameworks, and testing approaches to validate business ideas and assumptions.
- Analyze customer, competitor, and industry data to assess feasibility, positioning, and growth opportunities.
- Support teams to pivot, iterate, or enhance their solutions based on research findings and market intelligence.

Data-Driven Decision Support

- Conduct feasibility studies, market sizing, user segmentation, and cost-benefit analyses.
- Use business data and field insights to guide innovators toward scale and sustainability.
- Translate research into strategic direction, helping internal teams and startups make smarter business decisions.

Forecasting & Business Intelligence

- Build and present business forecasts, opportunity models, and future scenarios using data analytics.
- Track trends and derive foresight that shapes strategic planning for product or service development.

Proposal Development & Visual Communication

- Design clear, visually compelling proposals, pitch decks, and concept notes using Canva, Figma, Adobe InDesign, etc.
 - Collaborate with internal teams to incorporate accurate data, user research, and market validation into funding proposals.
 - Convert complex data and business insights into persuasive visual formats for a wide range of audiences.
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REQUIRED QUALIFICATIONS & EXPERIENCE

Education

- Master's degree (MSc preferred) in Data Analysis, Business Administration, Economics, or a closely related field.
- Strong academic grounding in research methods, statistics, and market or business analytics.

Experience

- 5–8 years of experience in market validation, product strategy, data analysis, or business development roles.
- Demonstrated experience working with startups, inventors, or innovation-driven projects.
- Proven ability to support idea refinement and product-market fit through data and market research.

Technical & Analytical Skills

- Proven ability to conduct market validation and feasibility studies.
- Strong data analysis skills using tools like Excel, Power BI, Tableau, or similar.
- Familiarity with M&E platforms such as KoboToolbox, SurveyCTO, SPSS, or equivalent.
- Skilled in visual storytelling and proposal design using Canva, Adobe Creative Suite, Figma, etc.

Communication & Interpersonal Skills

- Excellent writing and editing skills for both technical and persuasive documents.
- Strong presentation, facilitation, and stakeholder engagement capabilities.
- Ability to manage multiple priorities and deliver high-quality work under pressure.

Preferred Attributes

- Entrepreneurial mindset and passion for innovation, technology, and early-stage business development.
- Detail-oriented with strong organizational and strategic thinking skills.
- Comfortable working cross-functionally in dynamic, fast-paced environments.

REMUNERATION

Salary Range – Open - Initially dependent on experience, thereafter on performance

HOW TO APPLY

Interested candidates are encouraged to submit their CVs and Cover letter to **hr@innov8hub.ng** on/before **Monday, 14th July 2025**.