



JOB OFFER - MARKET AND FEASIBILITY RESEARCHER (M/W) - GERMANY

Context

Siel Bleu Association



Siel Bleu is a non-profit organisation founded in 1997 in Strasbourg, France which promotes good health and well-being through Adapted Physical Activity (APA). The original idea that led to Siel Bleu's creation was to use adapted exercise programmes to fulfill the unmet need for preventative exercises for people in need of Long-Term Care (LTC).

Our objectives: health prevention, social ties preservation, and improved quality of life while allowing financial and geographic accessibility of our activities to our beneficiaries.

Siel Bleu is now :

- operating in 4 European countries (France, Belgium, Ireland & Spain)
- employing 700 highly skilled and motivated employees
- offering adapted physical activities to 140,000 older adults, people with intellectual or physical disabilities, chronic diseases etc in more than 9000

different locations.

Winner of the Employment and Social Innovation (EaSI) call for applications, the Siel Bleu association is supported by the European Commission for the next 3 years to deploy its model on a European scale by 2024 **with the project Moov&Smile.**

This is why we are now reinforcing our association with our Moov&Smile team for the preliminary research. Three market studies on selected countries (Germany, Portugal and Slovakia) will be carried out for 6 months. According to the results of the market research, an experimentation of the Siel Bleu activity for a period of 18 months will be implemented in 2 countries.

Your work will be a key element for the next stages of the project: deployment and experimentation of Siel Bleu association's activity for 18 months, followed by a 6-month evaluation period. Depending on the profile of the candidate chosen for this market study (6 months duration), possibilities of collaboration may be considered for the continuation of the project.

The position of market and feasibility researcher

Mission :

To write and lay out a market study of the country concerned according to the pre-defined specifications by the Siel Bleu association's team and more precisely the collection and analysis of data on the following subjects:

- demographic, politic, economic and social context of the country
- mapping & description of the public health policy
- mapping of the key players in healthcare, LTC & prevention health sector.
- market opportunities in the country concerned and analysis of potential competition
- all the most relevant elements to understand the situation and develop potentialities within a country in order to determine the potential development prospects for the Siel Bleu association.

Working remotely, you will be in constant collaboration with the team based in France (Paris & Lyon). The market study should be appr. around 100 pages.

Profile :

Bachelor or Master in Sports Science with experience in project management and/or entrepreneurship.

With an in-depth understanding and a good knowledge of sport and /or public health field, you are convinced that physical activity is the way to promote good health and well-being of vulnerable people.

Expected skills :

In general we are looking for someone with :

- Versatility & determination
- Autonomy, adaptability and flexibility,
- Organisational skills and rigour, accustomed to remote work
- Capacity to write and/or speak in English or French // Native speaker or bilingual of the language of the country
- Very good analytical skills
- Very good writing skills & ability to meet deadlines
- Entrepreneurial profile, ability to take initiatives
- Good communication skills

→ Mission of 6 months to be filled as soon as possible

→ Home office work

→ Statut to be discussed with the salary package

Application (CV + ML) to be sent to lucie.bassinah@sielbleu.org

