

## **Contract Opportunity**

### **Enthographic Study - Retail Sector**

**Contract Period: Approximately 12 weeks from August-October**

**Rate: \$16 an hour**

**Expected Time Commitment Per Week: 10-15 hours**

**Email qualifications (resume), a brief letter summarizing your interest and related experience, to: [pat@centraliowaworks.com](mailto:pat@centraliowaworks.com)**

Opportunity posted July 31, 2018. For organizational information, please visit [www.unitedwaydm.org](http://www.unitedwaydm.org)

#### **Project summary:**

Central Iowa Works, a workforce development program at United Way of Central Iowa is seeking a part time contractor to conduct ethnographic research and study for our Retail Pathway Project. The project focuses on creating career pathways for individuals in the retail sector by facilitating skill development for employees and to meet employer needs. This study will focus on the retail worker's voice and experience and to learn from them and what they experience first-hand and desire for a career pathway in retail. The plan is to directly engage with retail employees through qualitative interviews in the field at our retail partner's business. Once the field work has been completed based on observations and the interviews, a report will be compiled to further inform the work of the Retail Pathway Project.

#### **Scope of contract work:**

- Conduct semi-structured interviews with potential participants, both on the phone and in person.
- Collect and maintain up-to-date participant demographic information
- Maintain confidentiality of data gathered.
- Be able to ask follow up questions leading to the "why" tied to the opinions expressed.

#### **Skills and experience needed to successfully complete this contract:**

- Strong verbal and written communication skills
- Strong organizational skills
- Comfortable interviewing people in a variety of settings
- Friendly, approachable demeanor
- Experience asking in-depth follow up questions
- Experience or training using qualitative or ethnographic research methods
- Comfortable with MS office

United Way of Central Iowa is an equal opportunity organization and the contractor selection process is implemented without regard to race, color, national origin, gender, religious beliefs, age, disability, sexual orientation, citizenship status, military status or any other basis protected by federal, state or local fair employment practice.