



Consultant (Mini Demand Diagnostic - Tech roles)

01 ORGANIZATIONAL BACKGROUND

Generation Thailand is not the typical not-for-profit organization that you could imagine. Instead, we're a global and fast-growing start-up that doesn't only solve problems but also drive system changes in the education to employment space. We are a team of passionate individuals coming from different backgrounds and professions, from commercial to education and non-profit sectors. "Better our Best" is our value that brings us all together. Working at Generation is more than just a job: it is an opportunity to drive social impact globally. If you are open-minded, agile and want to drive changes at a deeper systemic level, this is the place that feels like home.

02 RATIONALE FOR THE CONSULTANCY

Generation Thailand has implemented nine cohorts of the Junior Software Developer (JSD) Program, a 15-week intensive bootcamp designed to equip unemployed individuals and career switchers with the skills needed to secure jobs in the tech industry. With over 300 graduates, the program has made a significant impact. However, given the evolving tech job market, it is essential to validate whether the JSD role remains a high-demand profession or if other junior tech roles have greater market relevance in 2025-2026.

To ensure Generation Thailand's training programs align with real industry needs, we aim to conduct a Mini Demand Diagnostic Study with 2 months (8 weeks) duration. This study will assess the demand for various junior-level tech roles from both employers and learners, as well as analyze the sustainability and feasibility of these professions in Thailand's job landscape.

The study will focus on four key aspects:

Employer Demand - Identifying which junior tech roles are most in demand, employer pain points, and specific skills or tech stacks valued in the current period.

Profession Sustainability - Assessing long-term career viability, emerging trends, and AI-driven disruptions.

Feasibility - Identifying implementing partners, potential funders, and ecosystem support for these roles.

Learner Demand - Understanding learner interest, preferred training formats, career expectations, and barriers to enrollment.

Competition and Positioning - Identifying existing tech bootcamps, roles and their business



models in the market.

By conducting this study, Generation Thailand seeks to validate which junior tech roles are in highest demand and determine the most viable and impactful career pathways for future learners. The findings will inform the strategic direction of our bootcamp programs, ensuring they remain relevant, sustainable, and aligned with real job market needs.

03 SCOPE OF WORK

The **Consultant (Mini Demand Diagnostic - Tech roles)** shall conduct a demand diagnostic study focusing on the aforementioned key areas and the main research questions.

The key tasks and responsibilities for the **Consultant** will include, but not limit to, the following:

- Utilizing Generation's Demand Diagnostic methodology and framework to conduct research according to the key research areas and questions
- Creating a work plan aligning with the scope of work and timeline
- Preparing tools and set-up appointment for online survey, interview and focus group
- Conducting data collection through desk research, survey questionnaire and in-depth interview
- Analysing data insights and findings
- Submitting a final summary report and findings presentation to Generation Thailand

04 TIMELINE AND DELIVERABLES

8 weeks (3 MAR - 27 APR 2025)*

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Period	Activity	Deliverables
Phase 1: Planning & Preparation (2 Weeks) 3 - 16 MAR 2025	<ul style="list-style-type: none"> ● Onboarding and utilizing Generation’s Demand Diagnostic methodology and framework to conduct research according to the key research areas and questions (Annex B) ● Creating a work plan aligning with the scope of work and timeline ● Preparing tools and set-up appointment for online survey, interview and focus group ● Identifying target respondents and finalizing data collection tools ● Preparing survey and interview questions ● Regularly updating and weekly progress check-in required 	<ul style="list-style-type: none"> ● Work plan
Phase 2: Data Collection (4 Weeks) 17 MAR - 13 APR 2025	<ul style="list-style-type: none"> ● Do desk research analyzing job market trends, competitor bootcamps, and relevant government policies ● Distributing and collecting online surveys to at least 15 tech employers (partners and/or non-partners) representing designated segment in the market ● Conducting in-depth interviews (30-45 mins) with 5-10 employers (partners and/or non-partners) representing designated segment in the market ● Distributing and collecting online surveys to at least 150-300 individuals (targeted profile who interested in tech career) ● Conducting a focus group discussion with 10-15 individuals (targeted profile who interested in tech career) ● Regularly updating and weekly progress check-in required ● Presenting mid-point progress review to Generation Thailand at the end of week 4 	<ul style="list-style-type: none"> ● Mid-point progress review presentation at the end of week 4

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Period	Activity	Deliverables
Phase 3: Analysis and Reporting (2 Weeks) 14 - 27 APR 2025	<ul style="list-style-type: none"> Analyzing collected data and generating insights and findings Regularly updating and weekly progress check-in required Presenting findings presentation to Generation Thailand Submitting a final summary report 	<ul style="list-style-type: none"> Findings presentation to Generation Thailand Final summary report

Final summary report (Sample):

- **Market Demand & Trends** – Which tech roles have the strongest demand, and what challenges do employers face (e.g., skills gaps, AI disruption)?
- **Employer Needs** – What skills, tech stacks, and bootcamp formats align with employer expectations?
- **Learner Interest & Barriers** – Which roles attract learners, and what challenges prevent enrollment or completion? How do salaries compare to living wages, and what are the long-term career pathways?
- **Competitive Landscape** – What existing bootcamps train for these roles, and what are their business models?

The report must be completed by 30 April 2025*. Data collection and analysis are mandatory and should ideally take place between March and April 2025. (*The dates and timeline specified may change subject to mutual agreement.)

05 COORDINATION AND ACCOUNTABILITY OF DELIVERY

Under supervision and coordination of the Program Manager, namely Nitchata Chumjai (Ne).

06 INTELLECTUAL PROPERTY

All Intellectual Property (IP) developed under this project will be owned by Generation Thailand. Generation Thailand retains the right to use, reproduce, modify, and distribute any Foreground IP for program delivery and mission-related activities. Any background IP contributed by service providers remains their property, but they will grant Generation Thailand the necessary rights to use it as required for project implementation and sustainability.



07 EXPECTED QUALIFICATIONS

The consultant is expected to have the following qualifications:

- Excellent oral and written communication skills in English and Thai.
- Proven experience in conducting high quality research and data collection is a must.
- Strong analytical skills with the ability to synthesize findings, draw practical conclusions, provide recommendations, and produce well-structured reports within deadlines.
- Ability to work independently and manage tight deadlines effectively.
- Knowledge of the tech industry employment landscape in Thailand is an advantage.

08 Fee rates & Payment Terms

The total budget for this project is 100,000 THB (50,000 THB/month).

Remuneration will be based on individual experience, expertise, and skills. Applicants should propose a fee rate in their application.

Payment will be made in two installments: 50% upon Mid-point Progress Review and 50% upon Final Summary Report submission.

09 How to Apply

We invite interested candidates to submit an application for the consultancy should include:

- CV
- Expression of interest: stating candidate skill and experience suitable for the consultancy (max 2 page)
- Provide at least two related research samples (in Thai or English) conducted by the assignment's lead consultant.

Applications should be sent by email to the following email address: contact-th@generation.org.

Request more information, please contact Nitchata Chumjai via contact-th@generation.org. The deadline for submission is 28 February 2025.

Annex B: Research Areas and Questions

Areas	Questions	Data Collection
Employer Demand	<ol style="list-style-type: none"> 1. Among the following in-demand junior tech roles, which has the strongest market demand? <ul style="list-style-type: none"> ● Software Developer ● QA Engineer ● Cloud Engineer ● Cybersecurity Specialist ● Data Analyst ● AI Engineer 2. What are the key challenges employers face when hiring for these roles? (e.g., talent oversupply, skills gap, salary expectations) 3. Which specific skills or tech stacks are most valued by employers for junior tech roles in 2025-2026? 	<ul style="list-style-type: none"> - Desk Research (Government Docs, Analyze job postings, LinkedIn, News, Polls etc.) - Online surveys to at least 15 tech employers (partners and/or non-partners) representing designated segment in the market - In-depth interview (30-45 mins) with 5-10 employers. (partners and/or non-partners) representing designated segment in the market
Profession Sustainability	<ol style="list-style-type: none"> 1. What emerging trends or challenges could impact the long-term demand and relevance of these professions? (e.g., policy changes, automation, AI advancements, economic shifts) 2. How is AI-driven technology disruption affecting these roles? 	
Feasibility	<ol style="list-style-type: none"> 1. Who are our implementing partners and what are their key deliverables? 2. Who are the potential funders for these roles? 	

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Learner demand	<ol style="list-style-type: none">1. Which roles generate the highest interest among the target audience?2. What aspects of the role are appealing, and what are potential drawbacks?3. Which bootcamp format (online, hybrid, onsite) is most preferred by learners?4. How does the expected income compare to the living wage in the relevant city or region?5. Is the income competitive compared to alternative career options? What are the potential career pathways?6. What barriers could prevent learners from enrolling or completing the program (e.g., cost, time constraints, prior experience, family responsibilities)?7. What types of support during the boot camp could enhance learner attraction and retention?8. What are the top 3-5 most effective channels for learner recruitment (both online and through partnerships)?	<ul style="list-style-type: none">- Desk research from previous learner surveys- Online surveys to at least 150-300 individuals (targeted profile who interested in tech career)- Focus group discussion with 10-15 individuals (targeted profile who interested in tech career)
Competition and Positioning	<ol style="list-style-type: none">1. What tech bootcamps currently exist in the market, and which roles do they train for?2. What are their business models?	Desk research (websites, advertisement etc.)