Position: Web Marketing & Community Specialist - Innpactia MENA team

Duration: 4 months

Context:
The factors that are often cited for the closing of civic space are activists’ mass detentions, attacks on journalists, harassment, intimidation on NGOs, and legal restrictions. Nonetheless, one factor that is not often considered is the lack of sufficient funding, which prevents civil society from widening citizen action and reaching scalable social change.

The lack of sufficient funding for civil society is explained by: (1) unequal access to information regarding financing opportunities causing very few, mostly English-speaking, North-located organizations and individuals to apply; (2) Expertise gaps around the funding mechanisms; which means that funding goes to those who know how to navigate the mechanisms, and not always to those with the best projects; and (3) Current bidding mechanisms are costly, disorganized, slow and do not always allocate 100% of the funds available to social impact projects.

Innpactia works to, in the short term, reduce the unfavourable conditions for those wanting to access funds while in the long run, to disrupt the social impact funding allocation mechanisms to maximize their impact. It has been operating in Latin America for 4 years, has channeled $4.2 million and facilitated some 600 social impact project applications.

Given the pertinence of the Innpactia model in the MENA context and following an innovation diffusion approach, MCISE has been mandated by the Innovation for Change MENA hub to lead the implementation of the Innpactia program to the region with the purpose of democratizing access to social impact funding, accompany CSOs and social entrepreneurs in their sustainability journey in the MENA region. The project will be led by the I4C MENA Hub in collaboration with Moroccan Center for Innovation and Social Entreprise (MCISE) which is headquartered in Rabat, Morocco in collaboration with the Innpactia Technology team in Bogotá, Colombia.
In addition to Innpactia, the PMO will lead in collaboration with the MENA Hub, the implementation of a second program consisting of bringing FITSi, the social innovation festival to the MENA region and bringing together CSOs, technologists and social actors to reflect and come up with innovation prototypes addressing civic society needs in Morocco.

**Objective of the mission:**

- *Increase access to information about social impact funding opportunities and flows for civil society organizations and social entrepreneurs, through a proper implementation of the Innpactia platform in the MENA region*

With the guidance of Innpactia Colombia team into good practices and previous lessons learned in Latin America, the MENA Innpactia team will participate in a learn-by-doing approach to understand how to run the project and to subsequently initiate implementation in the MENA. The replication has various elements, several of which will have to be done in parallel:

1) **Design sprint to prototype a MENA-inclusive version of innpactia**
Following the Knowledge transfer training, the Innpactia MENA team (including the Marketing and Community Specialist), the MENA Hub and the Innpactia Colombia team will prototype and design the main features of the Innpactia MENA platform during a 4 day in-person design sprint in Rabat. The focus will be adapting key aspects of the platform (culture, language, User Experience) so it will be highly usable in MENA and to also support multi-language features including Arabic and English. The design sprint will be conducted in-person and 1 member from Innpactia Colombia will travel to Rabat for this purpose.

2) **Produce advanced prototype and carry out testing exercises with real-life users**
Starting from the draft prototype that is created in the Design Sprint week, the Innpactia Technology and MENA teams will create an alpha version of the platform prototype for MENA, including establishing its own user Journey maps, and will carry out testing exercises to understand usability patterns and iterate versions of the prototype until it is optimized for its target users.

3) **Code and launch new "MENA-friendly" version of innpactia**
Based on the advanced prototype and the testing, various procedures will be developed into the platform: (1) Adjustment of the back-end data structure to incorporate new needs (including language), (2) Develop the MENA-friendly look and add final platform mockups, and (3) Carry out the platform coding. A beta version will be available to selected users midway through the development for testing and bug-fixing purposes before launch.

4) **MENA team is incorporated in the operations of the new (MENA-friendly) version of Innpactia and Pilot information collection by Latam team**
As the new version of the platform is ready to include MENA users, the Tech team will start establishing the protocols to use on the platform and will initiate the information collection
process for funding opportunities specifically for MENA while implementing and streamlining the search and quality control protocols.

5) **Implementation of information collection protocols by MENA team**
MENA research team is selected and trained by the Innpactia Colombia research team in terms of the collection protocols and the specificities identified around MENA specific information. Once the training is completed, the MENA research team will run autonomously the MENA specific information collection process, and optimizes the protocols in permanent iterations.

6) **Develop bots to automatically collect the information and increase exponentially the information collection process to cover broader information on MENA countries**
Using machine learning processes, the Tech team will develop data collection internet bots that will increase drastically the volume of funding and organisational strengthening opportunities and automatise the platform process.

**Outputs of the mission:**
- Take part in a 4-day in-person Design Sprint to prototype the Innpactia MENA platform
- Final prototype of the Innpactia MENA-optimized platform;
- A fully functional Innpactia platform in French, English and Arabic that allows users from all the MENA region to use the information and resources uploaded to it;
- MENA team fully functioning with the innpactia platform;
- MENA-specific research protocol is implemented;
- Attend the training and share insights: 8 members of the MENA team are trained on research protocols (including the marketing Specialist);
- 1,000 funding opportunities identified and documented for the MENA region, worth approximately $3Billion.

**Eligibility criteria:**
5+ years of experience in website traffic generation;
SEO optimization;
Marketing automation
Strong managerial mindset and solid leadership abilities.
A quick thinker who knows how to reassess things whenever there is a decrease in sales or traffic. Confident with numbers, a web marketing manager must master reporting and traffic management tools such as Google Analytics, and SEO tools such as SmartKeyword or others.
Copywriting and graphic design experience is preferred
Proactive spirit;
Driven by purpose and willingness to create change;
Ownership mindset;
Team player;
Creative mindset;
Kind Spirit. We don’t tolerate brilliant jerks :)

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Good luck!

MCISE Team,