



JOB OPENING

Posting Title: Innpactia MENA Platform Growth Coordinator (Web Marketing & Community Specialist).

Duty Station: Morocco.

Posting Period:

Work Location:

The Growth Coordinator (Web Marketing & Community Specialist) will work remotely but must be located in Morocco.

Expected Duration:

3 months upon the signature of the service agreement.

Context:

Innpactia is a social impact enterprise that works to, in the short term, reduce the unfavorable conditions for those wanting to access funds while, in the long run, disrupting the social impact funding allocation mechanisms to maximize their impact. It has been operating in Latin America for four 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, and support CSOs and social entrepreneurs in their sustainability journey in the MENA region. The project is led by the I4C MENA Hub in collaboration with Moroccan Center for Innovation and Social Enterprise (MCISE) which is headquartered in Rabat, Morocco, in collaboration with the Innpactia team in Bogotá, Colombia. In order to replicate Innpactia's model in the MENA region, we are currently looking for a Content Designer to adapt and create content that is relevant specifically to the MENA region.

Duties and Responsibilities:

The tasks of the Growth Coordinator (Web Marketing & Community Specialist) include the following:

- Developing and executing the digital marketing strategy of the platform.
- Developing a user engagement strategy and action plan.
- Defining the goals and objectives of the area.
- Measuring, analyzing and reporting the performance of all efforts in the marketing area.
- Monitoring digital content in all formats and channels.
- Developing the platform's growth model (Growth hacking).
- Supervising compliance with the marketing's budget.
- CRM management and optimization.

- Establishing and implementing the communication strategy of the platform (based on multiple digital marketing channels).
- Developing periodic reports.

Qualifications/Special Skills:

- Experience in managing digital platforms: Google Ads, Facebook Ads, LinkedIn, etc.
- Experience in Developing Marketing Strategies and Plans.
- Expertise in Social Media Marketing, Growth hacking, etc.
- Experience in online conversion of leads or customers.
- Experience with the development of conversion funnels.
- Experience with the positioning of web pages through good SEO practices.
- Experience using and tracking social networks, searching for keywords.
- Experience in Google search and Google tools.
- Experience in metrics tools management, social media management, and content management.
- Analytical skills and the ability to choose and interpret the most appropriate indicators to assess the success of the campaign and its profitability.

Profile:

- Curious .
- Attention to detail .
- Interdependent .
- Passion for new digital marketing techniques, growth hacking, or inbound marketing ;
- Very desirable: Read articles, have made MOOCs, or follow references on content marketing and related issues.

Additional Information:

- Fluency in French, English and Arabic is required

Application process:

Interested candidates must include the following documents in their application by December,10th 2021 at

the latest to: mcise@innovationforchange.net

- An updated resume highlighting past experiences relevant to the subject of this consultancy.