Hoopo

Re-defining poverty from pity to paychecks

SEEKING COMMUNITY BUILDERS

Are you passionate about creating a better world and eager to contribute to meaningful change? Do you have a flair for digital storytelling and a passion for social change? Hoopo is looking for creative and dynamic individuals to amplify our voice and mission on digital platforms. Join us in our journey to transform poverty into empowerment through innovative research and communication.

Hoopo has been at the forefront of innovative solutions to combat poverty and hunger, focusing on self-sustaining products and services that empower communities. Our initiatives in climate control, sustainable development, and community empowerment have significantly impacted lives, driving progress and innovation in underprivileged areas.

Some of our highlights include:

- Transformed impoverished communities into thriving social enterprises, breaking the reliance on handouts.
- Created over 80 jobs focusing on climate change, empowering women, and enabling rural villagers to become self-sustainable entrepreneurs.
- Assisted over 30 villagers in attaining salaries 2.3 times greater than their peers with similar experience.
- Opened bank accounts for villagers, legitimizing their efforts and creating a better future.
- Developed an investment model with a positive ROI of 13.2% over 6 months, proving that social impact and financial returns can go hand in hand.

We can't do this great work ourselves and as such we are recruiting for three critical volunteer positions. **Join us at Hoopo and be part of re-defining poverty from pity to paychecks.**

- Position #1: **Research and Development Specialist**
- Position #2: **Communications and Marketing Strategist**
- Position #3: **Digital Content and Social Media Coordinator**

Interested candidates should review the positions and send the following information to info@gohoopo.com by Mar 16, 2024:

- Highlight the position you are interested in
- Resume
- Cover letter (not longer than one page) indicating your
    - experiences
    - willingness to make this world a better place
    - what about Hoopo attracts you the most

Volunteer Position # 1: Research and Development Specialist

Job Description:

As a Research and (Business Model) Development Specialist, you will play a crucial role in analyzing and documenting the effectiveness of Hoopo's self-sustaining products and services. Your work will directly contribute to refining and scaling our business models and enhancing community and global impact.

Ideal Candidate for this position:

You will possess a unique blend of analytical prowess, strategic thinking, and a passion for creating positive change. Your ability to meticulously analyze and document the effectiveness of Hoopo's self-sustaining products and services will be paramount. We seek individuals who thrive in deciphering complex data and translating findings into actionable insights that drive innovation and growth. Your dedication to enhancing community impact will further solidify your role as a key player in Hoopo's pursuit of meaningful change. As a bonus, expertise in climate control will be instrumental in refining our business models, ensuring they align seamlessly with our mission to foster environmental sustainability. Ideally, you will know the UN Sustainability Development Goals (SDGs) 2030 and help determine how best to scale our flagship products and services already completed in our model villages.

Roles & Responsibilities:

- Develop White Papers on the effectiveness of Hoopo's Self-Sustaining products and services.
- Conduct data analysis to evaluate the success of Hoopo's products and services.
- Create sustainable business micro-economy models.
- Research climate control initiatives.
- Determine how to scale Hoopo's existing products and services nationally within Pakistan and then globally.
- Develop key messages for all of Hoopo's products and services, aiding our communications and marketing teams.
- Plan and coordinate events to promote Hoopo's mission and achievements.
- Research and submit grants for which Hoopo can qualify.

Sample Work Packages in the first 3 months:

- **Development of White Papers:** Research and write comprehensive papers detailing the impact and sustainability of Hoopo's initiatives.
- **Data Analysis:** Analyze data sets to assess the effectiveness and reach of our products and services.
- **Business Model Creation:** Design micro-economy business models that align with Hoopo's mission of transforming poverty into prosperity with a lens of climate control initiatives.
- **Messaging Development:** Craft key messages that effectively communicate the value and impact of Hoopo's offerings.
- **Event Planning and Coordination:** Organize and manage events that showcase Hoopo's impact and engage the community.

Volunteer Position # 2: Communications and Marketing Strategist

Job Description:

As a Communications and Marketing Strategist at Hoopo, you will be instrumental in shaping our public image and increasing our outreach. Your innovative strategies and campaigns will directly contribute to our mission, driving awareness and support for our transformative projects.

Ideal candidate for this role:

You will possess a unique blend of creativity, strategic thinking, and a passion for driving impactful change. Your expertise in crafting compelling narratives and devising innovative marketing strategies will be instrumental in shaping Hoopo's public image and increasing our outreach. We seek individuals who excel in leveraging various communication channels to effectively convey our mission and engage with diverse audiences. Your ability to develop and execute campaigns that resonate with our target demographics will directly contribute to raising awareness and garnering support for our transformative projects. With your dedication and vision, you will play a crucial role in advancing Hoopo's mission and fostering positive change in our communities.

Roles & Responsibilities:

- Thoroughly understand Hoopo’s existing content, products, and services to align communication strategies with our mission and goals.
- Develop comprehensive communication and marketing goals for the year 2024, focusing on expanding our reach and impact.
- Create a detailed communication plan, outlining the timing and channels for all marketing materials.
- Design and execute marketing campaigns that effectively convey Hoopo’s message and achievements.
- Produce engaging content for various media platforms including our website, emails, newsletters, and social media.
- Plan and coordinate events to promote Hoopo’s initiatives and engage with the community.

Sample Work Packages in the first 3 months:

- **Content Review:** Engage with all existing materials related to Hoopo’s products and services to ensure a deep understanding of our mission and offerings.
- **Communication Strategy Development:** Formulate strategic goals and objectives for Hoopo’s communications and marketing efforts for 2024.
- **Communication Plan Development:** Draft a tactical plan that schedules all communication activities, ensuring consistent and impactful messaging throughout the year.
- **Marketing Campaign Development:** Create and implement marketing campaigns that effectively promote Hoopo’s initiatives and engage target audiences.
- **Content Creation:** Develop compelling content tailored for different platforms to enhance Hoopo’s online presence and audience engagement.
- **Event Planning:** Organize events that align with Hoopo’s marketing strategies, fostering community involvement and raising awareness.

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Volunteer Position #3: Digital Content and Social Media Coordinator

Job Description:

As the Digital Content and Social Media Coordinator, you will be at the forefront of Hoopo's online presence, driving engagement and spreading our message across various digital platforms. Your role will be crucial in developing and publishing content that resonates with our audience and supports our marketing campaigns.

Ideal candidate for this role:

You will embody a perfect blend of creativity, technical savvy, and strategic thinking. Your ability to curate compelling digital content and craft engaging social media campaigns will be paramount in enhancing Hoopo's online presence and fostering meaningful connections with our audience. We are seeking individuals who are adept at leveraging various digital platforms to effectively communicate our mission and values. Your role will involve developing and publishing content that not only resonates with our audience but also supports our broader marketing initiatives. With your passion for storytelling and your keen understanding of social media trends, you will play a pivotal role in driving engagement and spreading Hoopo's message to inspire positive change.

Roles & Responsibilities:

- Immerse yourself in Hoopo's existing content to fully grasp our products, services, and mission.
- Manage the publication of communication and marketing materials across multiple channels.
- Develop and publish engaging webpages tailored to our marketing campaigns, enhancing user experience and campaign effectiveness.
- Regularly update Hoopo's social media platforms, including Instagram, YouTube, Facebook, and X, with compelling content that aligns with our campaigns and goals.
- Coordinate events and digital campaigns, ensuring they are well-promoted and successful in engaging our target audience.

Sample Work Packages in the first 3 months:

- **Content Immersion:** Review and understand all existing materials to ensure consistency and accuracy in our digital messaging.
- **Material Publishing:** Oversee the distribution of marketing and communication materials, ensuring they are timely and reach the intended audience.
- **Webpage Development:** Create and update webpages dedicated to marketing campaigns, ensuring they are informative, engaging, and aligned with our objectives.
- **Social Media Management:** Plan and execute a regular posting schedule across all of Hoopo's social media channels, creating content that promotes engagement and increases visibility.
- **Event Coordination:** Assist in the planning and execution of online and offline events, ensuring they are well-communicated and organized to maximize participation and impact.