



Assignment

Role: Hub Operations Intern

Location: Casablanca



The purpose of this assignment is two-fold:

- To give you a better sense of the role of the Hub Operations Intern
- To give us a sense of whether you would be a good fit for the role

The assignment is designed to be intentionally diverse and fast-paced, much like the actual role. As you work through this assignment, note that:

- The structure of the assignment is intentionally broad to give you the freedom to think about the assignment on your own terms. Make sure to include any assumptions you are making as you complete this assignment.
- We understand you don't have enough context on our operations and our business. Working with uncertainty and partial information is a part of this assignment. Be sure to highlight the assumptions you're making and leave comments so we can collaborate with you.
- We understand that in a perfect world, you'd have more time to research and complete this task. Understanding constraints, prioritising, and demonstrating a "done, not perfect" mindset are part of what we look out for. So, in places where you don't have enough time to complete the task to your standards, please share your thought process and your next steps if you have more time.
- What you share here is only for assignment purposes. We do not intend to use your submission beyond this recruitment process.
- Aside from the submission deadline, the parameters of this assignment are purposefully broad and open to your interpretation and understanding.

We do not take the evaluation for this role lightly. We appreciate your time, effort and understanding.

We look forward to receiving your assignment!

All the best!



Task 1: Data Analysis and Visualisation

As an Intern, you will assist the team to collect and analyze relevant data to assess the performance of our work and constantly work on improving it. For this assignment you have two main tasks:

Question 1

Referring to the Job description compile a work plan/task list under the following subheadings that you intend to use to effectively and efficiently execute the job you are applying for:

- Daily.
- Weekly/Monthly.
- Annual

Task 2: Event Planning

Question 1:

ALX organizes events to nurture its community of Fellows. This is a community of young leaders and professionals looking to advance their careers, themselves or their startups. One of those events is the Master class, where ALX invites guest speakers to talk about their area of expertise. Master classes are 75 minutes conversations that aim to support Room members in their professional and personal development journey.

Your task is to draft an email to the students and fellows that would be exciting and enticing for them to attend this session.

Prepare a notice to be put on the notice board and shared on the social media handles. Focus on the wording/messaging the branding team will deal with the presentation..

Deliverable: +/- 100 words email to the students and fellows, 50 word or less for the notice.

Question 2

Over time you realize that attendance of these events has been dropping. As an organizer of these Masterclass sessions, there are several ways you adopt to identify the reasons for



low attendance and improve attendance for the next masterclass. Can you suggest methods you can use to identify reasons for this low attendance and measures you can put in place to improve to encourage attendance for your next masterclass session.

GOOD LUCK!