

We are offering an internship position on Strategic Direction for Not-for-profit Work in Sustainable Digital Transformation

Keywords: Market analysis / Road mapping / Sustainability / Digital Innovation

Job category: Internship

Job location: Dübendorf (ZH), Switzerland

Contract: 4-6 months, 100% (part-time is also an option)

Start date: Q1/Q2 2020

Salary: Depending on the experience of the candidate, to be discussed

Project Definition / Tasks

Martel Innovate operates at the forefront of European innovation, with focus on ICT and some selected domains within. As such, the crossing of accelerating digital transformation processes with extremely challenging sustainability topics (future of food, climate emergency, trustworthy AI, etc.) was identified as a very relevant trend.

In 2019 Martel was a founding member of Digital for Planet (D4P for short, <https://digital4planet.org/>), a not-for-profit association to support innovative digital technologies that belong to the "solution side" of the sustainability balance.

The problem at hand is to define strategy and support measures to grow D4P in terms of membership, competence, and network, while acquiring projects and initiatives within suitably selected domains. This must be accomplished within the ethos and rules of not-for-profit, social entrepreneurship, but requires indeed a mindset and some logic and techniques belonging to mainstream business planning and development.

- + Analyse and document ongoing initiatives that are aligned with D4P vision in order to better position D4P and refine its value proposition
- + Analyse and understand what the main research and innovation priorities and challenges for digital technologies and solutions to green and save our planet
- + Elaborate on a strategy and plan for the growth of D4P, identifying possible partners, members as well as funding opportunities both private and public
- + Contribute to define specific marketing and communication activities to advertise D4P efforts towards selected target audiences

Goals & Desired Outcomes

- + To be able to better position D4P within the broader context where several similar initiatives are emerging
- + To understand and indicate how to grow D4P identifying main priorities and challenges for its development
- + To identify funding opportunities (both public and private) that could help growing the Association
- + To identify potential partners and members within the Swiss and European landscape
- + To define a plan of action (indicating activities and milestones) for ensuring the growth and relevance of D4P in the next year
- + To define a set of specific marketing and communication activities for the promotion of D4P

Project Audience

- + Martel Top Management
- + Martel Media and Marketing
- + Martel Research and Development

Deliverables

- + [Report] Digital transformation for sustainability of our planet - A strategic analysis of ongoing related initiatives, which indicates main priorities and challenges ahead for D4P development
- + [Report] Digital for Planet value proposition and positioning in the context of Swiss, European and international efforts
- + [Presentation] Digital for Planet for Green Deal
- + Storyboard/storytelling to produce a video and a flyer to promote D4P – with support from Martel's graphic designers and video experts

Candidate Profile

- + Experience in strategic market analysis and road mapping
- + Experience in business model description and analysis
- + Experience in communication and marketing

- + Mindset towards social entrepreneurship
- + Environmental sustainability knowledge / experience
- + Knowledge of digital innovation / transformation / tech4good
- + Some understanding of Sustainable Development Goals

Do you want to apply?

Send:

- + Your CV
- + Cover letter (clearly elaborate on why you are the right person for the job)

via email to careers@martel-innovate.com indicating “D4P Strategic Direction” in the subject.

About Martel Innovate

Based in Zürich, with offices also in Lugano, Martel is an innovative and dynamic SME specialized in the management, innovation and promotion of international Research and Development projects with a focus on advanced Internet technologies, such as 5G, IoT and Cloud.

Martel, with more than 20 years' experience in the European and Global ICT scene, includes three departments that work side by side to deliver the best quality to its customers:

- + Martel Consulting, a department specialised in R&D Project and Innovation Management and Strategic Consultancy, focusing on the coordination of H2020 projects;
- + Martel Media, a division specialised in dissemination, communication, marketing and community building activities at the service of ICT initiatives and projects;
- + Martel Lab, a R&D department specialized in cloud native architectures, spanning from cloud computing infrastructures to cloud computing as an enabler in different application fields such as: Big Data, IoT, NFVI and Smart Cities.

Martel's team is an international and dynamic group of people that combine skills and expertise from different domains, including business, technological, scientific, communication and marketing sectors.