



December 2021

Recruitment Exercise

Lead, Impact Measurement & Learning

EXERCISE: CLIMATE IMPACTED COMMUNITIES

Time Allowed: 3 hours

Scenario

A major foundation has just approved our grant proposal to run a two-year global program seeking to mobilize frontline communities to advance climate change initiatives. This exercise will discuss impact, measurement and learning approaches and needs throughout the project life cycle.

What specific campaigning approaches or aspect(s) of this issue space we tackle is up to you -- over a two-year program we will likely have wins, losses, and pivots.

This is not intended to be a complete or well researched plan. We are looking for your initial thinking on a range of strategic questions, not a deep dive. During your second interview we will review your answers together, with the option to add additional context via voiceover.

Please spend no more than 3 total hours completing this exercise.

- Please return your response as a pdf attachment to iml-hiring@purpose.com
- The deadline is 3 hours from the time you selected to receive this exercise (unless you have received other accommodations via email).
- Layout is flexible (i.e. slide deck or document) but it must be a pdf. Please do not submit Google Docs or other cloud-based files.

Please answer the following questions in no more than 100 words per answer. Feel free to use bullets or other formatting in your responses.

1. **USE YOUR IMAGINATION:** What are the key aspects of the program you are working on, beyond what is provided in the prompt above? For example, what are the program's target audiences, intended tactics, key objectives? Don't spend too much time on this - pick something that makes sense to you and go with it. The purpose of this question is to orient you (and the reviewers) to your assumptions for the subsequent questions.
2. The client has ambitious impact goals for this project, but little experience with impact evaluation or data. What would you suggest as the core metrics and indicators to assess project achievement? How would you communicate this to the

client and manage their expectations and align on the most feasible and measurable objectives or outcomes for this project within the identified issue area?

3. What data, methods, tools, etc would you use to monitor and report outputs and outcomes associated with this program? What data collection and tabulation would you plan to conduct? Assume a budget of \$20,000 USD for any data collection and reporting related expenses.
4. The client has agreed to an additional \$20,000 budget to develop data systems and pipelines to support program execution, not just evaluation. What data tools do you imagine could be helpful to develop for Purpose staff, partners or volunteers on the ground implementing this program?
5. How would you center equity and counter bias in any testing, analysis, or evaluation related to the campaign? How might these concerns or considerations affect the outcomes of your campaign and your ability to measure them?
6. At the end of the project, the client expects a final project report and a findings summary for public release. How would you describe the data work you conducted, the value of this work, and key learnings for the client, external audiences, and colleagues within Purpose?
7. Assume that this project has been a huge success and the client wants to expand their efforts based on insights from your evaluation of the work. How might you recommend scaling up or iterating on the data work you conducted as part of the program, including increasing the budget and scope for data and research activities?