



Pride. In. Everyone.

About ParaPride

ParaPride is an empowerment charity that advocates for the visibility, education and awareness of LGBTQ+ disabled people. We are a non-profit grassroots organisation focusing on the intersection of disability and LGBTQ+. We're entirely run by volunteers and our lived experiences stand at the core of our charity values.

We endeavour to meet the needs of the LGBTQ+ and disabled communities through a variety of complementary activities including:

- Creating education and awareness around the need for greater visibility of the communities we serve within the wider LGBTQ+ and disabled communities;
- Creating and promoting online and offline activities and events to foster understanding of the experience of being LGBTQ+ and disabled people and to bring the communities we serve together;
- Working with other organisations to further educate and expose the wider public to the challenges faced by the communities we serve and opportunities that are presented when including them; and,
- Commissioning or conducting research to substantiate the prioritisation of issues impacting the communities we serve.

As a relatively new charity, we will be developing our approach over the next couple of years to further our charitable objects and to serve the LGBTQ+ and disabled communities in the most effective way.

About the role

After several years of relying on the efforts from our Co-Founders, Trustees and temporary volunteers we are looking to take the next step in our growth journey through the placement of our first longer-term volunteer.

This role will be designed to oversee all marketing and social media activities of the organization, and to provide leadership to a small group of wonderful and talented student volunteers from London based Universities as they complete tactical projects for ParaPride as part of their studies. This will also include supporting Daniele, our Co-Founder and Community Engagement Director, with planning and reporting of their activities to the university.

The leadership you will provide will initially be indirect, with Daniele being ultimately responsible for the students activities, so we expect this to be a wonderful opportunity for a seasoned marketing or social media professional who would like the opportunity to gain team leadership experience.

Duties

- Advise on how to best grow overall awareness and success of the ParaPride brand.
- Oversee the continuous development of our content creation schedule and distribution of engaging, thought provoking and educational content for our media channels, notably LinkedIn, Twitter, Facebook and Instagram.
- Provide support and guidance to a small team of student volunteers to develop social media and marketing content that supports the mission, vision and values of ParaPride - directly participating in the creation of content at your discretion.
- Ad-hoc creation and distribution of promotional assets for ParaPride events.
- Identify and establish potential additional media channels where it is sustainable to do so with the resources available.
- Maintain the organisations Brand assets and monitor and advise of their use and ensure consistency with our established tone of voice in written content.
- Build partnerships with social media brand ambassadors/influencers to support content creation and brand awareness.

We will also welcome any additional suggestions for how you might wish to apply your skills to support ParaPride in its mission.

The impact you will have

We hope for this role to continue to develop the way that we present ourselves as inclusivity and empowerment champions to the communities we support, our partners and the general public. With your help we will be able to continue to drive awareness and engagement to our activities to make them more impactful than ever before.

About you

Ideally we are looking for someone with 3+ years experience in marketing and/or social media. However, we encourage marketing graduates who can demonstrate strong alignment with our mission, vision and values.

We strongly welcome candidates that have lived experiences of being disabled and/or LGBTQ+, although this not an explicit requirement

Bonus

If you have strong graphic design skills it would be a big plus.

Level of commitment

We are a growing charity and while it is our goal to provide financial compensation for this role in the future, we are unable to initially. In full transparency, this is only an indication of our ambition and will be dependent on a lot of factors linked to appropriate funding. Please do not

apply at this time if this is a primary motivator for you, we hope to have more suitable roles for you in time to come.

We are dedicated to be fully respectful of your time, but expect a minimum contribution of 4 hours per month on average (varying according to demand), remote, completely flexible and at time convenient to you. As this is a supervisory role, which we hope to bring continuity to our ways of working, we would like to work with you with an intended 2+ years term (situationally dependent).

Accessibility statement

At ParaPride, we are committed to ensuring that all of our engagements are as accessible and as inclusive as possible. These include applying for and interviewing for roles. Whilst we understand that we can never be fully accessible as everybody's needs are different, we strive to be proactive with thinking about accessibility requirements.

When applying for a role at ParaPride, if you would like to get in touch to talk about any access requirements, please contact us using the details below and we will arrange a date and time to have a conversation with you.

We offer several diverse ways of applying for a role. These include:

- Sending an email
- Recording an audio or video
- Having a face-to-face conversation (on a digital platform)