

## 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

This role is part of a dedicated team that works together to support ParaPride's presence on Instagram, LinkedIn, Facebook, Youtube and sometimes our website. We look to create and share engaging content that generates awareness of our community and ParaPride events.

For the most part, this means creating digital posters, written content, tags, posting on respective channels and responding to comments on posts, but can also include researching campaign topics and joining some of our events to capture photos and videos to share (optional, but encouraged, and mostly because it is a lot of fun getting involved!).

## Duties

- Create posts that align well with the ParaPride brand and support its goals.
- Ensure that language and messaging shared on our social channels is consistent with ParaPride's tone of voice and values.
- Support the distribution of promotional assets for ParaPride events.

- 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)