



THE PIXEL PROJECT: A CALL TO ACTION JOIN OUR CAMPAIGNS TEAM!

The Pixel Project (<http://www.thepixelproject.net>), a global volunteer-led virtual nonprofit using social media and virtual tools to raise awareness, funds and volunteer power to end Violence Against Women, is calling for Finance professionals to join The Pixel Project's growing team of volunteer professionals and post-graduate students who donate their specialist skills to helping end Violence Against Women.

The Pixel Project was a semi-finalist in Echoing Green (<http://www.echoinggreen.org>)'s search for their Social Enterprise Class of 2010. We are essentially in start-up mode and it's a chance for anyone joining now to get in on the ground floor in a massive effort to mainstream this cause.

We currently have volunteers spread over 4 continents, 12 timezones and over 10 cities. Our mission is to get men and women working together to end Violence Against Women and to take the cause and organisations working on the issue into the 21st century through innovative and viral social media campaigns mixed in with popular culture and a vibrant, forward-looking approach that mixes collaboration, inclusiveness, inventiveness and a sense of humour.

You will be joining a close-knit and devoted group of volunteers and pro bono professionals with a wicked sense of humour and who work tirelessly to get the job done.

JOB DESCRIPTION: "PEOPLE & PETS SAY NO!" CAMPAIGN COORDINATOR

Key Responsibilities:

- Recruiting pet lovers to take part in the campaign.
- Collecting and administering submissions to the campaign.
- Helping recruit photographers to take part in the campaign.
- Helping get materials etc coordinated and sent out to photographers and communities who are organising photo shoots in their area.
- Working with the social media team to get the submissions scheduled and posted.
- Familiar enough with using Facebook, Instagram, and Twitter to help with publicity for the campaign.

Requirements:

- Believes in our mission to end Violence Against Women worldwide and loves pets.
- Experienced at coordinating online campaigns.
- Experienced at recruiting participants for nonprofits organisations/charity projects
- Experienced at working with online teams and managing external parties online.
- Has had experience working or helping out nonprofit organisations and/or social enterprise start-ups or is looking to start working with nonprofits.
- Able to contribute an average of 5 volunteer hours per week.
- Passionate or interested in photography and social media campaigns.
- Able to work as part of a virtual team - you may not ever meet your team mates in person as they may be scattered across a couple of continents and timezones. Knowledge of how to use email, Skype and GTalk IM and Google Docs essential for collaboration purposes.
- Works fast and is flexible - we are essentially a start-up and there's lots of opportunities etc that we have to grab at a moment's notice to move us forward!
- Good at keeping to deadlines
- Good at sorting out ad hoc requests.
- Has a sense of humour and able to see and work towards the big picture with optimism and a can-do attitude - this is essential! Acolytes of Eeyore are banned!



- Reliable and communicates well with team members.

What you get in return:

- We are happy to provide good references for those who are between jobs and who perform well for us.
- If this is part of your coursework for your MBA, we are happy to fill in evaluation forms.
- The satisfaction of knowing that your efforts may well save the lives of women and children worldwide.

Interested? Please send your application (including your resume/CV) to info@thepixelproject.net.

If you know anyone who is qualified and interested, please feel free to forward this email to them or to any relevant mailing lists.