



THE PIXEL PROJECT: A CALL TO ACTION JOIN OUR SOCIAL MEDIA 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 (VAW).

The Pixel Project was a semi-finalist in Echoing Green (<http://www.echoinggreen.org>)'s search for their Social Enterprise Class of 2010 and a finalist in the Katerva 2011 Awards (<http://www.katerva.org>). 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 15 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: PINTEREST COORDINATOR

Key Responsibilities

- Pinning The Pixel Project's pictures on The Pixel Project's Pinterest account in the appropriate pinboards.
- Keeping all pinboards up to date.
- Creating appropriate pinboards to go with various Pixel Project campaigns.
- Ensuring that all pinned content are properly captioned and credited.
- Curating pinned content with the guidance of the Executive Team.
- Re-pinning content from our partners to help give them an extra publicity push.

General Requirements:

- Believes in our mission to end Violence Against Women worldwide.
- Experienced with using Pinterest.
- Excellent copywriting skills to produce catchy pinboard headlines and captions
- Excellent attention to detail.
- A good eye for colour, form and photographs.
- Experienced with curating and organising visual content in striking ways.
- Good to Fluent in UK English (in particular, the spelling)
- Well organised and able to coordinate virtual teams.
- Expertise with Tumblr - Optional
- Good working knowledge of Violence Against Women issues and women's issues in general.
- Has had experience volunteering for nonprofit organisations and/or social enterprise start-ups or is looking to start working with nonprofits.
- Able to contribute an average of 3 - 5 volunteer hours per week depending on whether we have campaigns running. The first few weeks may require more time as there is a large amount of visuals to be uploaded, captioned and credited.
- 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 with us.
- If this is part of your coursework, 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 and link to your Pinterest board 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.