



## PaganAid

### Social Media Coordinator

*Please note - This is a **volunteer** position within the PaganAid charity.*

#### Introduction

PaganAid wants to help break the cycle of destitution and destruction by helping people to meet their basic needs through living in harmony with nature. We do this by funding small-scale projects that help poor and marginalised communities to protect and develop their own livelihoods and the environment about them – projects that put equal value on ending poverty and protecting Mother Earth.

Examples of the types of project that we have funded are: supporting permaculture in the Himalayas, helping victims of a Puerto Rican hurricane, and Tree Aid, supporting their Women's Forest Livelihoods project in the Passoré province of central Burkina Faso. The beneficiaries of projects we fund can be of any faith or none, so long as they want to live in harmony with nature.

Our objectives are:

1. To promote sustainable development for the benefit of the public by:
  - the preservation, conservation and the protection of the environment and the prudent use of resources.
  - the relief of poverty and the improvement of the conditions of life in socially and economically disadvantaged communities.
  - the promotion of sustainable means of achieving economic growth and regeneration.
2. To advance the education of the public in subjects relating to sustainable development and the protection, enhancement and rehabilitation of the environment and to promote study and research in such subjects provided that the useful results of such study are disseminated to the public at large.

*This is a public facing volunteer position and successful candidates will be expected to adhere to our Code of Conduct and represent PaganAid with honour and integrity.*

#### Responsibilities

- To advise and assist in the creation of projects and resources to increase awareness of the work of PaganAid and organisations or groups who fit within our Code of Conduct and Aims of Objectives over the various social media platforms.

This role description, approved by the PaganAid Board of Trustees, is a living document and subject to change. – Last amended November 2022.



- To create, manage and provide support to a social media team that will cover various social media platforms and will distribute the resources created to advertise our educational and fundraising campaigns and increase our social reach.
- To promote the work of PaganAid and act as a spokesperson for the organisation as and when needed, especially within the various social media formats.
- To report regularly to the PaganAid Volunteers Coordinator so a report can be created for Board meetings.
- To ensure that your team of Social Media Platform Moderators report to you regularly.

***Please note** – This role description is available for splitting, to create more than one role, in order to spread this workload between a team of candidates, for accessibility, time management and well-being of our volunteers.*