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Rev 04/2022

Title: Outreach Coordinator

Terms of employment: Full time, Independent Contractor

Reports to: Outreach Manager, India

Location: Ahmedabad/Bhopal (Remote)

### **About Vegan Outreach**

Founded in 1993, Vegan Outreach is a 501c3 nonprofit organization working to end violence toward animals. We are one of the leading animal rights organizations working in 25+ countries. We seek a future when sentient animals are no longer exploited as commodities.

We focus on reaching the people who are motivated enough to make changes now—of which there are always many in our target audience who just need some additional encouragement. By steadily increasing the number of vegans, we're laying the groundwork to reach a tipping point in which sweeping public policy changes for animals will become realistic.

### **About 10 Weeks to Vegan Program**

All of our outreach is aimed at signing up students and community members for our free *10 Weeks to Vegan* program, which provides them with a deep foundation in veganism and encourages participants to replace animal products with vegan versions. The emails contain nutrition information, easy and delicious vegan recipes, and inspiring facts about animals.

### **About Adopt A College Program**

Each year, Vegan Outreach goes to hundreds of colleges and universities, festivals, and various community events in India to share the benefits of adopting a vegan diet. In the Adopt a College program, we conduct webinars with National Service Scheme units of universities and educate students about the impact of our diet on animals, the environment, and health.

### **About National Service Scheme**

The National Service Scheme (NSS) is a Central Sector Scheme of the Government of India, Ministry of Youth Affairs & Sports. It provides an opportunity to the student youth of the 11th & 12th Class of schools at +2 Board level, and student youth of Technical Institution, Graduate & Post Graduate at colleges and University level of India to participate in various government-led community service activities & programs. The sole aim of the NSS is to provide hands-on experience to young students in delivering community service.

## **Role Description**

As a part of the outreach team, you will act as a central engine working closely with the National Service Scheme program coordinators units in universities to conduct virtual & on-ground outreach events. You will be responsible for enrolling students in the 10 Weeks to Vegan program and maintaining regular contact with NSS units in universities. You will be the first point of contact and responsible for building long-term relations with NSS units in universities. You should be able to manage tasks such as replying to emails, taking feedback about outreach events from institutions, and maintaining a database of volunteers.

We are looking for an enthusiastic, self-motivated, reliable, and hardworking person with good communication skills. If your experience and skills match our criteria and if working for animals inspires you, apply for this job now. We would love to meet you.

## **Responsibilities and Duties**

- Compile and manage a database of NSS units and universities in your region.
- Calling and coordinating with NSS program coordinators and district coordinators for getting registrations and participation in webinars.
- Develop and maintain relationships with universities, colleges, event organizers, and other organizations in your region and liaise with them to schedule outreach events.
- Conduct outreach (includes virtual reality, leafleting, presenting webinars, food sampling, and humane education) on college campuses, at festivals, fairs, and other public places to get 10 Week to Vegan signups.
- Assist in signing long-term MoU with universities and coordinating Adopt a College collaboration events.
- Conduct various pre and post outreach event tasks like coordinating with organizing authorities and reporting the event data.
- Foster volunteer relationships through social media and occasional events.
- Take ownership of your goals and accomplish them within the timeframe decided.
- Stay positive and demonstrate enthusiasm for the organization's mission and work.
- Perform other duties as requested to further the mission of Vegan Outreach.

## **Position Requirements**

- Bachelor's degree in any field.
- Working knowledge of G-suite (email, docs, sheets, forms, Canva, and calendar) and Zoom.
- Outstanding problem-solving and strong decision-making skills.
- Friendly and personable demeanor and the ability to communicate (oral and written) effectively and work well with others.
- Ability to network and build relationships.
- Strong work ethic, self-motivation, ability to work well with others, and a demonstrated ability to meet deadlines and achieve goals.

- Commitment to Vegan Outreach's objectives, including our pragmatic approach of welcoming gradual change.
- Ability to stand or walk for hours at a time during on-ground outreach and travel if required.
- Reliable access to the internet, a dedicated personal laptop, and a smartphone.
- Ability to communicate in regional languages (oral and written).
- Adherence to Vegan Outreach's Anti-Harassment and Non-Discrimination Policy.
- Prior experience in similar work will be an advantage.
- Desire to bring a change in society and help animals by making the world a better place.

This role involves traveling/relocating to the nearest metro city.

### **To Apply**

1. Before applying, please familiarize yourself with Vegan Outreach's work by reading the website and introductory pages ([About Vegan Outreach](#) and [Vegan Advocacy in India](#)).
2. Apply using [this form](#).
3. General queries may be addressed to [jaydeepsinhj@veganoutreach.org](mailto:jaydeepsinhj@veganoutreach.org). Applications will only be accepted through the link above.

### **Application Deadline: 22nd May 2022**

**Salary:** This is an hourly position with an average salary range of 420,000 to 502,000 INR per annum.

### ***Equal Employment Opportunity Statement***

*Vegan Outreach provides equal employment opportunities to all qualified applicants without regard to race, caste, sex, descent, religion, place of birth, residence, national, social or ethnic origin, age, color, sexual orientation, gender identity and/or expression, past or present military service, family medical history or genetic information, family, marital or parental status. Vegan Outreach does not tolerate any forms of discrimination or harassment.*