



WELCOME TO OUR

# **VOLUNTEER PROGRAMME**

VAINE MAGAZINE

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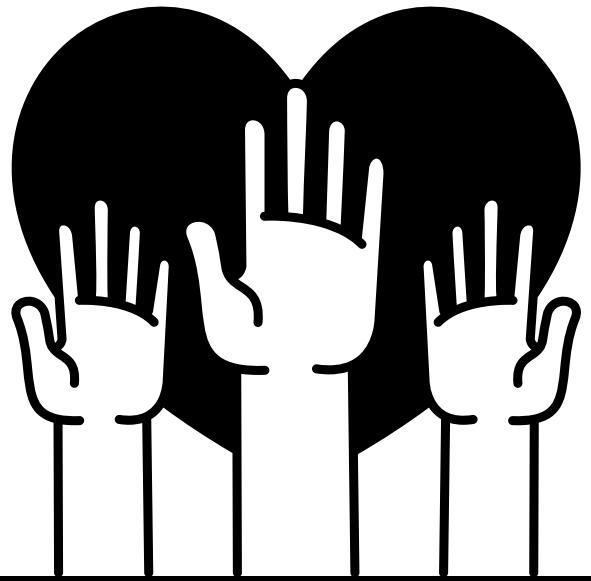
2022

## **VAINE MAGAZINE**

Non-Profit Organisation  
Based in Cardiff  
CF11 9PJ  
[www.vainemagazine.com](http://www.vainemagazine.com)

### **Type of Contract**

Volunteer Agreement - Unpaid  
Flexible - Remote  
Part-time



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If you're reading this it's because you're interested in being involved in the project, which makes us extremely happy!

So first of all, we want to thank you for supporting our magazine, and we hope this program will be of your interest. Every little helps!

### **Description of the Volunteering Programme**

We offer a wide range of roles within the internal process of creating the magazine.

From editorial assistance to marketing design and content writing, this program gives you the opportunity to actively participate in the activities that encompass both the magazine and the platform (a creative community created for emerging writers and artists), by helping in the creative process and working hand-in-hand with the editors.

If you are passionate about art, literature and helping others we have a space for you!

## About us

VAINE is a Non-Profit Organisation, a Magazine and a Creative Community that gives voice to those who need to be heard. We create opportunities for emerging writers and artists from all over the world, offering the possibility of being published in our printed and digital magazine, and also by opening a safe space on our social media platforms based on inclusivity, through which they can connect with other creatives, share ideas and showcase their work.

**We encourage creatives to make their way in the competitive world of art and literature. Can you help us make this possible?**

## About you

We're looking for a passionate and enthusiastic creative who wants to develop new skills and learn about the world of art and publishing.

For this position, no previous experience is required, we only demand the desire to learn and help us grow and improve by contributing fresh ideas. However, we prioritise those who may have knowledge in:

- Social Media (Instagram, Facebook, Twitter, Tik Tok, YouTube...)
- Patreon
- Marketing Plans & Strategies
- SEO
- Web design
- Graphic Design
- Wordpress/Wix
- Journalism/Creative writing
- Video production/editing
- Adobe Photoshop, Indesign & Illustrator



Don't worry, you don't have to know about all this to be able to work with us! In fact, you will be able to practice many of these areas if you join our team, but we do need you to be:

- Organised
- Have good communication skills
- Have knowledge or interest in creative fields such as literature, art & culture
- A high/native English or Spanish level
- Determined
- Good at teamwork
- Have a good eye for detail
- Process information quickly
- Good at research
- Eager to learn

If you think this description defines you perfectly, please don't hesitate to get in touch! But first, let us explain the main roles and responsibilities.

## Type of Role

• **The Social Media Expert:** If you like spending time online and connecting with others through your content, this might be the perfect role for you! Whether you are the person who doesn't miss a tweet or someone who knows all the tips and tricks of Tik Tok, we need you!

**Responsibilities:** In this type of role you will be helping in the development and renewal of our Social Media platforms, contributing new ideas for posts, preparing a good calendar, posting regularly on Patreon, writing attractive captions or creating material, among other tasks.



• **The Marketing Genius:** A born visual communicator, quick to find the latest trends, organise and develop strategies to engage the audience... If you have all or any of these qualities, what are you waiting for? Join our team!

**Responsibilities:** We need a person who can help us improve our social media/website marketing plan and strategy, in order to reach more people. We need to focus on converting our audience into potential customers and possible contributors. If you think you can design a marketing strategy to do so, we are all ears!

• **The Seller:** If you are someone who could sell ice to an eskimo, this might interest you. Although this role can be quite similar to the Marketing Genius one, this time we're looking for a charismatic person who can help us improve our sales.

**Responsibilities:** We need someone who might be able to help us obtain a greater source of income by pitching to sponsors, funds, advertisers or potential stockists of our magazine. The objective is to increase our sales circulation and therefore capital in order to pay a fairer salary to our contributors, hire professionals or invest in marketing, merchandising and other tools that make us grow.

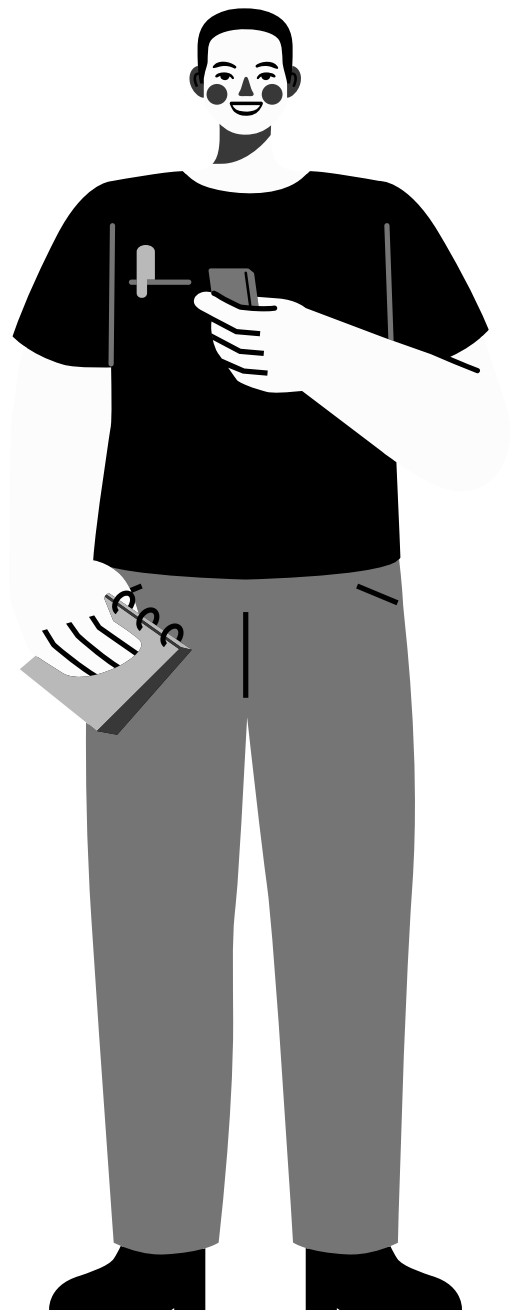


• **The Researcher:** If you think you can find a needle in a haystack, this is the right place for you! The researcher role may seem a bit passive, but this is one of the most helpful and important roles within the whole process.

**Responsibilities:** Like a sniffer dog, we need a true detective who can search for information on various topics, necessary for the development of the project. The right person for this role needs to have a good attention to detail, know how to spot false information on the internet and write good detailed reports. The researcher role is also perfect to help you improve your journalist skills. You will be able to write content for our blog such as interviews or articles on different topics.

• **The Editorial Assistant:** Do you have a way with words and an eye for all things artistic? Do you love writing articles, blog posts or captions, or editing texts, images or video? Do you love the thrill of working to a publication deadline? If it's a yes to all of these then we definitely want to hear from you!

**Responsibilities:** Welcome to the engine of our operation! You'll be working hand in hand with us on the most central part of work - the editorial section. You will help us source and edit work from submission to publication. You may also be commissioned to research and write your own pieces, and help with the output across our website and proposed YouTube channel.



## **Job description**

### **Social media Expert**

- Create social media content
  - Instagram
  - Twitter
  - Facebook)
- Helping to build Patreon community
  - Creating exclusive/Free to view content
    - Exclusive news/updates
    - Tips
    - Engaging posts - Polls, competitions
    - Videos
    - Q&A sessions etc
- Issuu
  - Use features to create social media/email marketing content
- Helping to launch our YouTube channel
  - Analysing viewing data

### **Marketing Genius**

- Conduct market research
- Develop marketing strategy
  - Integrate with communications schedule
- Issuu & Patreon
  - Optimise features
- Website
  - Optimising SEO
  - Analysing marketing analytics
  - Analysing shop data
  - Creating email marketing campaigns

## **The Seller**

- Develop sales strategy
- Revise pricing strategy
- Set customer/sales targets
- Pitching to stockists
- Pitching to cafes, community groups etc
- Pitching to sponsors
- Pitching to advertisers
- Pitching to education sector, libraries/colleges/universities

## **The Researcher**

- Conduct market research\* (as above)
- Researching funding grants
- Applying for funding grants
- Researching potential sponsors
- Researching stockists

## **The Editorial Assistant**

- Sourcing content for magazine
- Sourcing blog content
- Web page design
  - Updating web pages (every month)
  - Updating shop
  - Updating blog
    - Sourcing blog posts
- Helping to launch our YouTube channel
  - Video editing
  - Uploading videos
- Recording/Editing community videos



## **Mix & Match!**

Now that you know more about the possible roles you can commit in our team, it's time to choose!

Although we have specified the roles one by one, this does not mean that you need to focus only on one of them! You can be a marketing genius and a good researcher both at the same time. If you want to improve skills or learn more in different areas, you can choose the roles that you are most passionate about!

As we understand that volunteer work is unpaid, it is essential for us to guarantee fair working conditions, in which you can distribute the time that you want to invest as it suits you best. Don't do more than you can give!

**“NO ONE IS USELESS  
IN THIS WORLD WHO  
LIGHTENS THE  
BURDENS OF  
ANOTHER.”**

*Charles Dickens*

## Benefits of working at VAINÉ

If you decide to join our team, these are the benefits you can get:

- **Work in a small team.** This gives you the opportunity of getting involved in all the processes of creating the magazine, working along the editors and getting to know the artists and writers, as well as being in contact with clients.
- **Flexible schedule.** Invest the hours you can and distribute the time as it suits you best.
- **Informal clothes.** A good opportunity for dressing in an elegant top and your pyjama bottoms all on the same day! Advantages of remote work!
- **Friendly working environment.** This is not for us to say, but despite having to be bossy, we're nice people!
- **Learn & Develop new skills.** The perfect opportunity to demonstrate what you're capable of!
- **Experience.** This is quite basic but, you can obviously get working experience in different areas like the ones described above. Don't forget to mention it on your CV/resume!
- **Contacts.** Networking is probably the most important part of creating opportunities within the creative sector. Working at VAINÉ will give you the possibility of generating contacts that might help you on your way.
- **Write/Create exclusive content** for the magazine. Probably one of the best opportunities we can offer you is to create or write content, which will be published with your own byline. And this will be commissioned, so it's paid, of course!

## **How to apply**

Have we aroused your curiosity and are you now thrilled to get on board this project?

Send us your CV and a short cover letter to the following email: **vainemag@gmail.com**.

Tips for writing the cover letter:

A cover letter, also known as a 'motivational letter', is a short document where you introduce yourself and explain the reasons that pushed you to apply for the job. This will be a different document that accompanies your resumé (CV).

If you have never written a cover letter before, don't worry! We give you some tips you can follow:

- Introduce yourself briefly mentioning your background studies and experience.
- Explain the reasons why you would like to take part in this project and what you think you can offer.
- Please don't forget to mention in the cover letter the role(s) you're applying to.
- Be creative! The purpose of this letter is to catch the recruiter's attention, so please be polite but sell yourself!

If you have any doubt or question on how to submit, please don't hesitate to get in touch. Although we always prefer email, you can also write us on:

**Instagram DM: @vainemagazine**

**Website: [www.vainemagazine.com](http://www.vainemagazine.com)**

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