

Community Advocate Role Description

Are you passionate about changing the way we treat animals? Do you want to help reduce damage to our environment? Do you want to get people to enjoy healthy vegan food that looks good and tastes great?

The Vegan Society makes veganism more accessible and an easily adopted approach by supporting individuals, policy and decision makers, caterers, manufacturers, health care professionals and the media.

Why do we need you?

As the vegan community grows, and veganism itself becomes better understood, more and more people are looking to The Vegan Society to find out what it's really all about. Local communities are starting to see the vegan movement as something real, and something that's happening in their area. From new business to families, many people need support in finding the right information, and learning all about our work and veganism. Local issues are often distinct and more varied than national issues, having people from local areas is vital to communicate our messages and campaigns in the most effective way. Research tells us that people are far more likely to trust information from a peer rather than an outside expert, so community based volunteering vastly increases the validity of our messages to a wide range of people.

We are building a network of committed vegans across the country who are willing and able to help us in our work. The Vegan Society is organising various campaigns and outreach activities to increase awareness of the benefits of veganism, and influence for change on every level of society. There are a range of activities going on all the time, from general educational stalls at events, to meeting with local policy influencers.

Advocates form the front line of our voice in the community, and ensure that we have a range of stories and inputs on our messaging. More feet on the ground mean we can build a stronger presence in local communities, and you would form a vital part of this work.

What does the role involve?

Being an advocate for veganism with The Vegan Society will mean doing a lot of communicating with people in your local community, expressing to them the range of benefits of a vegan lifestyle. You will form a part of a local group, with is headed by a local organiser, who liaises directly with the society staff. You just need to stay in touch with them and bring your passion. Activities can range from manning a stall, to giving a talk at an employee event, or it could be writing to a local newspaper or MP. Our mission statement also covers ensuring people have what they need in order to remain vegan, so there will be campaigns focused on getting more vegan options available, opportunities to support people who might be struggling with a vegan diet, and lots of other opportunities to support our work. When acting as an advocate, we expect you to act in line with The Vegan Society's branding and messaging guidelines, and this will be guided by your local organiser. Another key part of being an advocate is reporting any issues you have to either your organiser, or to staff if your organiser isn't available/suitable.

What training and support available?

On joining, you will be provided with a full induction from your local organiser, who will introduce you to the group and the actions that are ongoing. All ongoing training and development will be

provided via your organiser, and you can always ask for specific training on any areas that you feel could use some development. Through volunteering, there is the opportunity to start taking on more responsibility, and to move into organising for the society.

What skills would be useful in doing this role?

- Ability to stay motivated in order to achieve the best possible outcomes
- Committed to veganism, and the mission of The Vegan Society
- Ability to stay calm if confronted with differing opinions or challenges
- Good communicator, with the ability to be persuasive
- Confident in communicating with people from a range of backgrounds
- Public speaking experience
- Experience of campaigning/influencing people
- Any experience in talking with members of the public through customer/public service would be helpful
- Awareness of current affairs, especially those that relate to veganism
- Regular availability and willingness to stay committed to actions
- Good team player

What does my availability need to be?

For advocates, we ask for people to engage in around 3-4 actions a year, with each action taking no more than one day. So in total, we ask for 3-4 days a year, plus any meetings that are required to plan for actions, to be coordinated by your local organiser.

Who does this role report to?

Jointly the Supporter Services Coordinator and Campaigns and Policy Officer

Who can I contact to find out more?

You can contact Kaya (Supporter Services Coordinator) on volunteer@vegansociety.com, or call us on 0121 523 1730.