

## **VOLUNTEER ROLE PROFILE**

<b>Role title:</b>	Volunteer Social Media & Communication Assistant
<b>Responsible to:</b>	Rainbow Mind Co-Director
<b>Hours:</b>	Available 0.5-1 day per week flexible
<b>Location:</b>	Online/virtual

### **About Rainbow Mind:**

We are a part of Mind in the City, Hackney and Waltham Forest (Mind CHWF) and Mind in Salford (MiS). We are an LGBTQ+ led service delivering community specific mental health interventions across City, Hackney, Waltham Forest, Salford and nationwide. Our services are led, designed, and delivered by LGBTQ+ people.

### **Rainbow Mind (RM) Vision:**

To create a society where LGBTQ+ people have access to culturally relevant mental health services and where all parts of their identity are welcome.

### **RM Mission:**

**LGBTQIA+ Mental Health and Emotional Wellbeing:** To deliver inclusive and caring services, and to become a recognised and trusted provider for LGBTQ+ people. Amplifying Voices of lived experience to challenge societal perceptions on LGBTQ+ mental health, and to create services where the impact of intersectionality, race, gender, sexuality, class and disability are better understood. **Innovation, Training and Policy:** Working and co-creating with other organisations and workplaces to share best practice and innovation, develop policy and increase the reach of LGBTQ+ services.

### **What will you be doing?**

- Creating social media content for Rainbow Mind services and brand
- Monitoring Instagram social media platform and analytics – suggesting changes to optimise
- Managing sharing of posts for LGBTQ awareness days
- Engaging with other organizations with similar missions to share content
- Liaise effectively with RM Co –Director and Operation team
- Contribute to overall comms plans and other comms vehicles for RM
- Attend and participate in weekly comms meetings

## What skills and qualities are we looking for?

- Creative ability to design social media content in Canva – basic graphic design skills desirable
- A love and proficiency of the main social media platforms, particularly Instagram, but also LinkedIn, Facebook and Tik Tok
- Written and verbal communication that is concise and accurate.
- Curious and motivated – able to assess the current social media landscape for Rainbow Mind (through analytic/trends) and suggest new ways to share and reach new audiences
  - Ability to identify strategies that will help us get further reach and bigger followings across platforms
- Works well with others.
- Committed and reliable member of team.
- Reliable demonstration of reliability, and timekeeping skills in carrying out scheduled online activity and meetings
- Professional, non-judgemental, anti-discriminatory and respectful attitude.
- Lived experience of LGBTQ community desirable

## What's in it for you?

- Work with a growing organisation and influence its social media reach
- Gather examples of being a self-starter, creative work and successful campaigns
- Gather examples of being able to prioritise a varied workload and meet tight deadlines
- Obtain knowledge in mental health and LGBTQ issues
- Work along side a LGBTQ team delivering services for the LGBTQ community