

**Job Title: Social Media Volunteer**

Responsible to: Marketing, Communications and Events Co-ordinator

Location: Remote/Hybrid (Office in Haggerston, London)

Time Commitment: 7.5 hours per week (flexible)

Duration: Minimum 6-month commitment preferred

About Mind in the City, Hackney and Waltham Forest (Mind CHWF):

We are a multi-disciplinary provider of specialist mental health services and a part of the Mind Federation.

We promote both recovery from ill health for people with recurrent and enduring mental health difficulties and early intervention for those at risk of developing mental health issues, or who struggle with common mental health conditions.

We currently support around 5,000 people a year through a variety of services focusing on psychological, social, economic and workplace wellbeing, and support minoritised communities.

Role Overview

We're seeking an enthusiastic and digitally-savvy volunteer to help amplify our voice and engage our community across social media platforms. You'll play a vital role in raising awareness of mental health issues, reducing stigma, connecting with supporters, and showcasing the impact of our services.

Key Responsibilities**Content Creation**

- Develop engaging, stigma-free content for Facebook, Instagram, and LinkedIn
- Create accessible graphics, short videos, and visual assets using Canva.
- Write compelling, empathetic captions that reflect Mind CHWF's values and tone of voice
- Schedule and publish posts using social media management tools
- Ensure all content follows mental health communication best practices and Mind CHWF social media policy

Campaign Support

- Support fundraising campaigns, Mental Health Awareness Week, World Mental Health Day, and other key dates

Analytics & Reporting

- Monitor social media analytics to understand what content resonates with our audience
- Provide monthly reports on reach, engagement, follower growth, and campaign performance
- Suggest improvements and content ideas based on performance data and sector trends

Community Engagement

- Identify and engage with relevant mental health conversations, awareness days, and local hashtags
- Promote Mind CHWF events, services, and volunteer opportunities
- Share service user stories and testimonials (with appropriate consent and safeguarding)

What You'll Gain

- Strong experience in digital marketing and communications, as well as transferable mental health awareness skills
- Reference and testimonial for future opportunities in the charity or mental health sector
- Access to Mind CHWF volunteer training, events, and development opportunities
- Enhanced understanding of mental health issues and person-centered communication
- Flexible volunteering that fits around work, study, or other commitments
- Networking opportunities within London's charity and mental health sectors
- Regular supervision and support from our Communications & Events team

What We're Looking For

Essential

- Genuine passion for mental health awareness and reducing stigma
- Active user of major social media platforms with understanding of current trends
- Strong written communication skills with sensitivity and emotional intelligence
- Basic graphic design skills
- Reliable, self-motivated, and able to work independently while staying connected to the team
- Commitment to safeguarding, confidentiality, and Mind CHWF's values
- Willingness to undergo a DBS check