

## Co-Director of Mental Health Collective (voluntary)

Mental Health Collective is home to #KindnessByPost, the UK's leading random acts of kindness exchange ([kindnessbypost.org](https://kindnessbypost.org)). Could you join our team of Co-Directors?

When people feel like they are falling apart they often feel they are alone. Since we were established as a Community Interest Company in 2019, Mental Health Collective has been on a mission to create new ways of coming together. We've supported over 20,000 participants in our regular kindness exchanges, where people sign up to send a card or letter with a message of goodwill to someone they don't know, and have someone allocated to send a card to them.

We have a number of roles available for Co-Directors, who will enable #KindnessByPost to thrive, and build our movement for connection and joy. Working as a team, they will lead Mental Health Collective into our next adventure.

You'll have a passion for our mission, and a belief in the difference that giving and receiving kindness can make. With a love for #KindnessByPost and a drive to take it forward, you'll be versatile, enthusiastic, and keen to take on responsibilities as part of a small but audacious team.

We're looking to recruit a team that, collectively, has the following skills:

### **Creative**

- Coming up with themes for #KindnessByPost exchanges to inspire participants and get their creative juices flowing.
- Writing copy for mailings and the website.
- Creating or sourcing artwork, images or illustrations to use in #KindnessByPost materials.

### **Technical**

- Operating our bespoke IT platform to set up and manage #KindnessByPost exchanges (we have full instructions and training - it's easy when you know how!)
- Sending mass mailings using our mail provider, Brevo.
- Using Excel or Google Sheets to segment participants, so that we send the right messages to the right people at the right time.
- Editing our website and keeping it up to date.
- Supporting participants with technical issues and resolving common issues for them.
- Identifying bugs and liaising with our tech partner so that our platform stays stable and reliable.

You'll be confident at following instructions and using technology, but it's not necessary to be able to code or be a professional tech person!

### **Well-organised**

- Drawing up the timetable for #KindnessByPost exchanges and getting everything organised so that the right things happen on the right days.
- Coordinating the team so that everyone can play their part.

### **Communications and PR**

- Developing a communications strategy so that #KindnessByPost grows and thrives.
- Celebrating the joy and gorgeousness of #KindnessByPost through our social media channels, and responding to our participants so they feel valued and 'seen'.
- Generating and seizing media opportunities (previously, Mental Health Collective has been featured in outlets including ITV news, Channel 5 News, the Guardian and the Metro).
- Developing partnerships with influencers and celebrities.
- Finding new ways to reach our audience and grow our participant base.

### **Fundraising and finance**

- Developing a fundraising strategy to keep #KindnessByPost sustainable and thriving.
- Identifying grant funding opportunities and writing bids.
- Managing our donations platform (PayPal).
- Managing our bank account and making sure our finances are in good order.

We're currently in a good place financially - we have cash reserves that cover 12 months of overheads, and donations from exchanges have historically covered running costs.

### **Governance and reporting**

- Drafting our Annual Return for Companies House (the process for a small C.I.C like ours is fairly simple)
- Making sure that our safeguarding, data protection and privacy policies continue to be fit for purpose and followed.
- Being a point of contact for any safeguarding concerns or whistleblowing.

Ideally, you'll be up for turning your hand to several different skills areas.

Whilst Co-Director roles should be assumed to be voluntary, there are opportunities to be entrepreneurial! In the past, Directors have been written into successful funding bids and remunerated for specific projects. Expenses can also be paid.

The time commitment is a minimum of one or two days per month. This is usually split up into short periods of time (say, 20 minutes or two hours to do a specific task on a particular date), rather than whole-day blocks. It would suit someone who is looking for a gorgeous side-project to sit alongside other work, freelancing, study, caring responsibilities, or retirement.

Co-Directors are appointed for a three year term with possibility of renewal. Work can be fulfilled entirely remotely.

[Watch the video](#) to hear more about the Co-Director roles.

**To apply, please send a CV and either a covering letter or a two-minute video describing which areas you can cover (based on your skills and capacity).**

**Applications should be emailed to [hello@kindnessbypost.org](mailto:hello@kindnessbypost.org) by Monday 19th February 2024**