

Fundraising & Engagement Volunteer – Marketing & Campaigns

Our core mission is to improve the lives of anyone affected by cancer, including those with a diagnosis, carers, family members and bereaved relatives, by enhancing emotional, psychological, and physical well-being. The Mulberry Centre is a charity and relies on funding to support people through their cancer journey from diagnosis, through treatment and then post-discharge. We help them to start rebuilding their lives and promote self-management and we also support carers and family members to deal with these changes. We do this by providing counselling, complementary therapies, wellbeing classes, and supporting information, tailored to the needs of our users at, and around, our purpose-built centre in Isleworth. Our services are free of charge, but donations are always welcome.

In this role you will play a vital role in supporting our fundraising campaigns, events and initiatives aimed at providing essential services to individuals affected by cancer. You will work closely with our Marketing & Communications Lead to assist with marketing tasks on agreed campaigns as part of our fundraising and communications strategies.

Time Commitment – A regular commitment of up to 2 days a week (a mix of office and remote based).

Main Duties

To work within an agreed brief with the support of the Marketing & Communications Lead on the following:

- Utilising skills in marketing and advertising to support projects to promoting our fundraising campaigns and events, both online and offline, to maximize reach and participation.
- Utilising skills, enthusiasm and experience in social media marketing – Facebook, LinkedIn, Instagram & TikTok – to create relevant content to an agreed brief.
- Utilising the design platform Canva to create marketing materials to an agreed brief.
- Tasks include campaign creation, creating e shots, social media assistance, contacting suppliers and paid advertising.
- Designing and producing fundraising signage to create an impact and inspire donations and fundraising from individuals, businesses and organisations.
- Related administration.
- Any other duties appropriate for the role and adhering to The Mulberry Centre's policies.

Volunteer Skills Specification:

- Ability to gain and share knowledge of what The Mulberry Centre offers to people affected by cancer and inspire others to support us.
- Excellent communication (both written and verbal) and interpersonal skills.
- Specific previous experience using social media and with enthusiasm for social platforms and content creation on various social platforms – Facebook, LinkedIn, Instagram, TikTok.
- Experience using the design platform Canva or a keen willingness to learn.
- Previous experience of marketing campaigns and/or advertising, with the ability to apply any transferable skills to fundraising initiatives, is desirable.
- Strong admin, IT, organisational skills and attention to detail, with the ability to manage multiple tasks and deadlines effectively.
- Confident and able to work on one's own initiative but within an agreed brief as part of a team.
- Reliable and dependable, with the ability to work to an agreed brief and deadlines.



for anyone
affected by cancer

The Mulberry Centre

Benefits, Support and Education

- Opportunity to make a meaningful difference in the lives of individuals affected by cancer by joining a supportive and dedicated team of staff and volunteers committed to making a positive impact.
- Gaining valuable experience in marketing and fundraising campaigning in a charity setting.
- All volunteers will be provided with a thorough induction of the work of The Mulberry Centre, its procedures and relevant policies for your volunteer role.
- We will do our best to assist your volunteering role with us. This will include evaluation sessions and keeping you updated with all the relevant information on what support The Mulberry Centre offers.
- There will be an initial 3 months, then annual review with your Lead.
- Expenses are reimbursed for travel incurred to carry out your volunteering duties. The reimbursement of any other 'out of pocket' expenses is subject to prior approval by your Lead.

Next Steps

- All applicants are asked to complete a Volunteer Application Form and provide two referees.
- Candidates with the appropriate experience/skills for the role for which they have applied will be interviewed by the Lead associated to the role.
- References will be taken up on successful candidates.
- All new volunteers will be given role specific induction/training by their Lead and the Volunteer Lead will provide general induction to the Centre, the general handbook and relevant information pertaining to policies and procedures and will be asked to sign our Confidentiality Agreement and a Volunteer Agreement, confirming their commitment to the Centre.
- Subject to satisfactory references, and completion of professional documentation an individual may start volunteering and a review will be carried out by their Lead after 3 months.
- Short-term volunteers providing support on an ad-hoc basis are not required to go through all the recruitment procedures unless they start volunteering on a more regular basis, or their hours increase beyond 5 hours a month.

Further information: Email: volunteer@themulberrycentre.co.uk

Responsible to: Marketing & Communications Lead