

West Central
London



Social Media & Communications Volunteer

West Central London Mind

2026

Role Description

Role Title:	Social Media & Communications Volunteer
Supervised by:	Phoebe Norburn, Business Development and Engagement Officer
Time Commitment:	Flexible – between 1-3 days a week
Role Purpose:	<p>We're looking for a creative, proactive self-starter to help support our charity as we undergo an exciting change.</p> <p>We need someone who can help amplify our voice, grow our audiences and create meaningful and trend-aware content that showcases who we are and what we do. This role is ideal for someone who loves digital creativity, understands the power of online storytelling, and enjoys combining charity messaging with fresh and trending content styles.</p>
Based at:	Hybrid working – 23 Monck Street, SW1P2AE (The volunteer must be London based. Travel expenses paid when coming into the office/events)

Are you a creative storyteller with a passion for trends and community impact?

Join us as a Social Media & Communications Volunteer and help us grow our voice during an exciting new chapter for our charity.

Role Summary

As our Social Media & Communications Volunteer, you'll help bring our mission to life across digital platforms. Working closely with our Digital Marketing Officer and the wider Fundraising & Communications team, you will support the creation of content that:

- **Raises awareness** of our work and impact
- **Supports fundraising** and community engagement
- **Strengthens our online presence**, especially during our period of transition

- **Taps into trends, conversation moments, and creative formats**

This is a varied and dynamic role — perfect for someone who thrives on creativity, enjoys experimenting with content, and wants hands on experience in the charity sector.

Main Duties and Responsibilities

- Assisting with planning, creating and scheduling engaging social media content across Instagram, TikTok, Facebook, and LinkedIn
- Work with the team to develop creative, trend-aware content and campaigns that boosts engagement and attracts new followers
- Keep track of relevant awareness days/weeks and help develop content around them
- Assist with research for content generation and storytelling ideas
- Create and edit short-form video content for social media, campaigns, and fundraising moments
- Adapt content into formats suitable for different platforms and different audiences, including young people
- Repurpose existing content into new formats (e.g., infographics, Reels, stories, carousels, blog snippets)
- Maintain brand consistency across all visual and written output
- Capture live content at events (including supporting and cheering on our challenge event runners!)
- Any other tasks that would be deemed suitable within this role as directed.

What skills and qualities can you bring?

We're looking for someone who is:

- Warm, welcoming and friendly
- Creative, reliable and able to work independently
- Excellent written, verbal and interpersonal communication skills
- Interested in and experienced with video editing, content creation across social media platforms such as Instagram, Facebook, LinkedIn and Tiktok
- Experience with tools such as Adobe, Canva, CapCut, Meta, Social Pilot, or similar

Benefits:

- Hands-on experience within a growing charity
- Make a positive impact in your community
- Be part of a friendly, passionate team
- Training and development opportunities

How to apply:

- Please apply with your CV, a short introduction about yourself and any relevant portfolio or examples of your work (if available)
- Deadline for submission is **Tuesday 31st March 2026**. (We will be reviewing applications ongoing)
- Interview date: **14th and 15th April 2026**
- Contact for enquiries about the role:
 - Phoebe Norburn - Business Development & Engagement Officer
 - hello@wclmind.org.uk