

Volunteer Role Description

Your volunteer role description provides you with an outline of your role and the tasks you will complete when volunteering.

Whatever your role, or however much time you donate, you will be helping to improve the lives of people severely affected by mental illness. We appreciate and value your commitment to volunteering with Rethink Mental Illness.

My role title:

Social Media Volunteer

Role details

Where my role is based

Remote and virtual, with some occasional community visits where necessary for role (expenses will be reimbursed)

Who I am supported by

Head of Area (Central)

The DBS check for my role

Basic DBS

Service details

The service I support

Central Area

The location of the service

Derbyshire, Staffordshire, Coventry, Warwickshire, Birmingham Nottingham, Northampton

The days and times volunteering is available

4 hours per week between 9am and 5pm, Monday to Friday

The service code

3129

The purpose of my role

Do you love creating engaging content and connecting with people? Rethink Mental Illness is looking for a Social Media Volunteer who can bring our online community to life!

Our social media volunteers use their passion and knowledge of social media to promote the activities of local services and groups through various channels, for example, TikTok, Facebook and Instagram.

This role is flexible and can be shared by more than one volunteer if needed.

The service I support

You will support the creation of social media content for a range of our community services across Central England. Working closely with and supporting the Head of Area.

I will complete the following tasks

- Help to co-ordinate our Quarterly newsletters and content schedule
- Work with other volunteers and the Head of Area to capture events, meeting updates, good news stories
- Support the creation of fun and captivating email and newsletters
- Creating regular engaging content across all our social media platforms including, story posts, blogs, articles, multimedia content.
- Monitoring activity / analytics and engagement with content

I have the necessary skills, experience, and attitude

I have the essentials covered:

- An eye for fun and engaging content, with ability to think creatively when sharing content
- A strong writer – must have a good voice online, relatable to our target audience and in line with our brand identity and tone of voice
- Good written communication skills, with accuracy and good attention to detail.
- Ability to work collaboratively as part of a team and motivated to work as an individual.
- Social media experience
- Publication skills

Although it's not essential, I may also have:

- Skills to create high quality and engaging Instagram and TikTok reels, posts and stories.



You'll have our support and guidance, every step of the way

What I value and how I will behave

I can demonstrate and apply Rethink Mental Illness values:

Commitment - We work tirelessly to provide support for everyone severely affected by mental illness.

Equity - We believe that in a world where discrimination and disadvantage exist treating people with equity is critical to ensure justice and fairness for all.

Expertise - We constantly use our expertise to provide practical and personal support for people who are severely affected by mental illness.

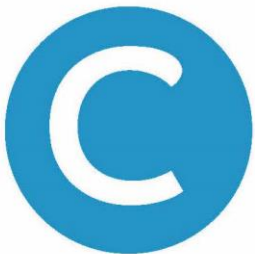
Hope - We offer hope of a better quality of life for all those severely affected by mental illness.

Openness - We are open and transparent in all our work with beneficiaries, supporters, partners and the public to achieve change for people severely affected by mental illness.

Passion - We are passionate about leading the way to a better quality of life for everyone severely affected by mental illness.

Understanding - People who are severely affected by mental illness are at the heart of everything we do in our organisation – our membership, our governance and our workforce.

I can demonstrate and apply RethinkCARES behaviours of:



Connect



We work together, we celebrate together

Accountable



We do what we say we will do

Respect



We believe everyone counts

Evolve



We challenge, we listen, we change

Success



We deliver results

What training and support will I receive?

As part of my induction, I will complete the following e-learning modules:

- Safeguarding adults
- Data security

Depending on my role, I may also be asked to complete other training courses such as:

- Safeguarding children
- Equality and diversity
- Health and safety
- Mental health awareness

I will also have access to:

- Regular reflection sessions with my Volunteer Manager

What will I get out of it?

There are lots of benefits to volunteering. Here are just a few:



Develop my existing skills
or learn new ones



Enhance my CV and
boost my employability



Reimbursement for out-
of-pocket expenses



Impact positively on my
own mental health, as well
as others



Meet new people and
increase my self-
confidence



Find a passion and
maybe a step towards a
new career



Access to internal
vacancies



Access to Rethinks
Volunteer Assistance
Programme



Gain a reference from
Rethink Mental Illness