



ROLE DESCRIPTION

JOB TITLE	Volunteer Marketing Support Worker
REPORTS TO	Head of Corporate Partnerships/Head of Service Delivery
LOCATION	Harrogate. Remote or Hybrid (Must have own device)
WORKING HOURS	Minimum 3 months, 1-2 days per week
ABOUT US	
Mind in Harrogate District is an independent local charity founded in 1973, affiliated with National Mind and the Mind Federation. We exist to provide a quality community-based service accessible to those who need support with their mental health and wellbeing.	
ROLE PURPOSE	
We are seeking a Volunteer Marketing Support Worker to join our team. This role is ideal for a marketing graduate, someone studying marketing, or an individual with some marketing expertise looking to gain valuable work experience while making a difference. The Volunteer Marketing Support Worker will be responsible for assisting with our marketing efforts across various platforms, ensuring that our message reaches the right audience in a consistent and engaging manner.	
MAIN RESPONSIBILITIES	
<p>Key Responsibilities:</p> <ul style="list-style-type: none"> - Graphic Design: Create visually appealing graphics using Canva for social media, leaflets, posters and other communications, adhering strictly to our brand guidelines. - Social Media Management: Develop and schedule social media posts across our platforms to engage our audience and raise awareness about our mission and activities. - Content Calendar: Assist in developing and maintaining a calendar of communications, ensuring timely and strategic content delivery. - Website Updates: Regularly update our WordPress website with news, events, and other relevant content to keep our community informed and engaged. - Email Marketing: Support the creation and distribution of newsletters via Mailchimp, ensuring consistent branding and messaging. - Brand Adherence: Ensure all content and communications are consistent with the Mind in Harrogate brand guidelines. <p>All Mind in Harrogate District Volunteers will:</p> <ul style="list-style-type: none"> - Uphold the values of the organisation and work as an effective part of the Mind in Harrogate 	

Mind in Harrogate District (a charitable incorporated organisation) Registered charity number (1151271)

<p>District team. To represent Mind in Harrogate District in a professional manner.</p> <ul style="list-style-type: none"> - Attend the Mind in Harrogate District’s Volunteer Forum and Volunteer Training (as appropriate). - Comply with Mind in Harrogate District’s Equality and Inclusion Policy in every aspect of your work and positively promote the principles of these policies amongst staff members, volunteer colleagues and other members of the community. 	
SKILLS, EXPERIENCE AND QUALIFICATIONS	
Basic experience in marketing, communications, or a related field (e.g., a recent graduate or current student).	Application / Interview
Proficiency in Canva, WordPress, and Mailchimp is beneficial.	Application / Interview
Strong written and verbal communication skills.	Application / Interview
Creativity and an eye for design.	Application / Interview
Attention to detail and a commitment to maintaining brand consistency.	Application / Interview
Ability to work independently and manage time effectively.	Application / Interview
Passion for mental health and wellbeing.	Application / Interview
A DBS Check is required for this role.	
WHAT WE OFFER	
<ul style="list-style-type: none"> • The opportunity to gain hands-on experience with a well-known brand. • A chance to make a real difference in your local community. • Flexible working hours and the ability to work remotely. • The opportunity to expand your portfolio and develop your skills in marketing and communications. • A professional reference upon successful completion of the volunteering period. • Travel expenses will be reimbursed. • Access to the Mind in Harrogate District staff and volunteer 24/7 confidential telephone counselling support. 	
FIND OUT MORE	
<p>If you would like to have a conversation about the volunteer position, please contact us at Mind in Harrogate District on office@mindinharrogate.org.uk or 01423 503335.</p>	

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