



Womankind Digital Marketing Volunteer

Womankind is an established charity run by women for women. Our mission is to help women improve their mental health and wellbeing. We offer professional counselling, group psychotherapy, befriending and a helpline service with telephone and webchat access, reaching hundreds of women every year. We hope and believe that, with our help, women can experience a better quality of life, participate more fully in society, enjoy more fulfilling relationships and be better able to care for themselves and their families.

Purpose of the role:

We are looking for a friendly, enthusiastic and experienced person with a good understanding of marketing, especially social media and website management, to help deliver our marketing strategy. You will be providing valuable marketing support to our small team, helping us to communicate our message as powerfully and as widely as possible. You will increase the quality and quantity of our interactions, create engaging content and work with the rest of the team to improve our online presence. With your help, we aim to reach more vulnerable women by raising awareness of our services and securing vital funds.

What will I be doing as a marketing and communications volunteer?

- Responding to posts and messages on social media in a friendly and informative way
- Build our online presence with regular updating of our social media channels
- Promoting our services online to clients representative of the women of Bristol
- Sourcing or creating engaging content either directly or by liaising with members of the team
- Running online fundraising, volunteer recruitment and awareness-raising campaigns
- Researching appropriate and sensitive approaches to target different audiences, in the interests of increasing the diversity of our volunteers and service users
- Researching relevant articles (on topics such as women's rights and mental health) to share
- Suggesting and implementing website improvements using the CMS
- Carrying out other relevant tasks as required.

What will I gain from volunteering at Womankind?

- The opportunity to use your marketing skills for a good cause and to gain new skills and approaches
- Experience working for a women's mental health charity
- Working within a wonderful, all-female team, all passionate about supporting other women
- Support from a Volunteer Coordinator
- Out-of-pocket expenses.

What skills or experience do I need?

- Competence and creativity in your field
- Experience in designing digital adverts / social media posts
- Some knowledge of or interest in women's mental health, feminism and equalities
- Good written and verbal communication skills
- Ability to be punctual, reliable and organised
- A minimum commitment of 4 hours per week.

We welcome all volunteers including those with lived experience of mental ill health and other relevant issues.