



## Social Media Volunteer

Our mission is to provide information and support for anyone affected by cancer, offering practical ways of enhancing physical, psychological and emotional wellbeing.

The Mulberry Centre is an award-winning charity which relies heavily on donations from individuals and organisations 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. We also support carers and family members to deal with these changes and bereaved relatives. 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.

**We are looking for a creative volunteer with previous experience of using social media platforms to help promote, develop, and maintain our online presence. You will help engage our service users, supporters and volunteers in order to maximise awareness, increase reach and promote The Mulberry Centre in the local community. This role would suit someone who is keen to gain more experience with digital marketing and is comfortable with social media and wants to make a difference supporting a local charity and working with a clear brief.**

**Time commitment:** Ideally, we are looking for a commitment of around 4 hours per week for a minimum of 6 months, but this is flexible. This opportunity can be carried out remotely under direction.

### Main Duties/Typical Tasks

- Keeping social media platforms updated with new information, images, and links.
- Developing and managing content and helping with our Social Media Schedule.
- Encouraging others to comment on our posts and share them.
- Help increase the number of people following our post on social media, such as Facebook and Twitter and Instagram.
- Promotion of events, fundraising, volunteering, and awareness of the services provided by The Mulberry Centre.
- Any other duties appropriate for the role and adhering to The Mulberry Centre's policies.

### Volunteer Specification

- Good IT skills and some experience using social media in a marketing capacity.
- Good communication skills, both oral and written.
- Ability to work unsupervised and under own initiative.
- Good organisational and time management skills.
- Keen to raise awareness of The Mulberry Centre and able to articulate and inspire people to support us.

### Support and Training

- All volunteers will be provided with a thorough induction of the work of The Mulberry Centre, procedures and relevant policies for your volunteer role.
- Regular updates on organisation activities and training available.
- The Mulberry Centre will do its best to assist your volunteering role with us. This will include role specific induction/training and guidance from the Fundraising and Communications Lead.
- There will be an initial review after 3 months, then an annual review.
- Expenses are paid for travel by public transport or personal vehicle mileage.

### Next Steps

- All applicants will be asked to complete a Volunteer Application Form and confidentiality agreement 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 volunteers must attend an Induction at the start of their volunteering and are encouraged to access training specific to their role.
- All new volunteers will be given role specific induction/training by their Lead and the Mulberry Macmillan 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 the 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 three 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](mailto:volunteer@themulberrycentre.co.uk)

**Responsible to:** Fundraising and Engagement Lead