

## Social Media Volunteer Role Description

<b>Title:</b>	<b>Social Media Volunteer</b>
<b>Responsible to:</b>	<b>Fundraising and Marketing Manager</b>
<b>Time commitment requested:</b>	<b>Minimum of 1 day per week</b>
<b>Location:</b>	<b>Dorset Mind office and remote home working</b>
<b>DBS check:</b>	<b>Not required for this role</b>

### Main Purpose

To increase Dorset Mind's on-line presence which involves:

- Raising mental health awareness
- Promoting our services, funding events, volunteer and job opportunities and
- Assisting in managing multi-media platform marketing campaigns

### Key Responsibilities

- Supporting the mission of Dorset Mind by:
  - Raising awareness within general and specific communities about mental ill health. That is to say educating people about symptoms – what they are, what to expect and how to spot them. We also help people about what they can do when they experience symptoms or know someone who does.
  - Challenging the stigma and inequality of mental ill health so that neither stigma nor inequality prevent people receiving information and support they need.
  - Promoting the ethos of recovery from mental ill health by educating people about recovery
- Be familiar with the work of Dorset Mind
- Liaising with the marketing and fundraising team to plan scheduled promotions and campaigns
- Actively promote Dorset Mind on social media
- Be aware of current and breaking mental health news items and being able to respond appropriately with guidance
- Commit to a minimum involvement of 6 months

### Training and Supervision Required

- Dorset Mind induction – 1 day
- Mental health awareness training – 1 day
- Regular supervision provided

## PERSON SPECIFICATION

<b>KNOWLEDGE</b>	
Familiar with committed to Dorset Mind's mission	Essential
No professional/academic qualification required but must be able to demonstrate good use Facebook, Twitter, Instagram and LinkedIn	Essential
<b>SKILLS</b>	
Good communication and interpersonal skills	Essential
Confident in handling queries and being mindful of boundaries and Dorset Mind's Social Media policy.	Essential
Able to work as part of the Marketing and Fundraising team.	Essential
A flexible and organised approach to work	Essential
Ability to write about mental health issues in an informed and sympathetic manner	Essential
<b>EXPERIENCE</b>	
Current or recent experience of mental health problems.	Desirable
<b>VALUES</b>	
Reliable and trustworthy	Essential
Committed to working openly with diversity	Essential
<b>OTHER</b>	
Being fully aware that in this role your on-line presence also reflects on Dorset Mind – we do not expect you to share anything that compromises Dorset Mind's integrity eg offensive or discriminatory language or points of view.	Essential
A willingness to support Dorset Mind events, including some evenings and weekends	Desirable