

Digital & Communications Volunteer

Role Description

Role Title:	Digital & Communications Volunteer – Social Media & Content Creator
Report to:	Income Generation Lead & Communications Lead
Team:	Income Generation
Hours:	Up to 15hrs per week
Location:	Remote / Dorset Mind HQ, Bournemouth
Overall Commitment:	We ask for a minimum commitment of 3 months

Main purpose

The Digital & Communications Volunteer will support Dorset Mind's digital and communications activities, helping to raise awareness, engage communities, and support fundraising efforts. The role focuses on social media management, content creation, and digital storytelling, ensuring Dorset Mind's messaging is creative, consistent, and inclusive.

You will work closely with the Income Generation team, Marketing Volunteers, and staff to maximise the impact of campaigns, events, and fundraising activity across digital channels.

Key Responsibilities

Digital & Content Creation

- Create high-quality, engaging content for Dorset Mind's social media platforms (Instagram, LinkedIn, X/Twitter, Facebook, TikTok).
- Assist with planning, scheduling, and posting social media content using tools such as Hootsuite or Canva.
- Contribute to website content updates and support SEO-friendly copywriting.
- Use analytics to track engagement and suggest improvements to campaigns.
- Support PR & Marketing volunteers in producing content for campaigns, events, and fundraising initiatives.

Marketing & Communications

- Plan, pitch, and execute creative content ideas that reflect Dorset Mind's mission and values.
- Produce multimedia content including graphics, videos, photos, and storytelling posts.
- Proofread and edit content to ensure accuracy, consistency, and alignment with charity objectives.
- Ensure brand guidelines and accessibility standards are maintained across all materials.
- Collaborate with the team to promote Dorset Mind campaigns and fundraising opportunities online.

Collaboration & Support

- Work closely with staff and volunteers to coordinate content creation across campaigns.
- Contribute to team meetings, sharing ideas and insights on social media trends and best practice.
- Support internal communications, including newsletters and updates to staff and volunteers.

What we offer

- Dorset Mind Induction and Mandatory Training
- Safeguarding Training
- Mental Health Awareness Training
- Regular supervision provided
- Ongoing support and development

What you'll gain

- CV & Employability Boost – develop skills in event support, fundraising, teamwork, and communication
- Networking – meet Dorset Mind staff, volunteers, supporters, and local community members
- Recognition – receive a certificate or reference for your contribution
- Wellbeing & Fun – participate in positive, engaging events and campaigns
- Social Impact – every hour you volunteer helps support mental health across Dorset

Person Specification

KNOWLEDGE & UNDERSTANDING	
Understanding of social media platforms and digital communications.	Essential
Awareness of mental health issues and the voluntary sector.	Desirable
Knowledge of content creation, multimedia storytelling, and branding.	Essential
EXPERIENCE	
Using social media platforms and scheduling tools.	Essential
Content creation for websites, social media, or campaigns.	Essential
Charity, mental health, or voluntary sector experience.	Desirable
SKILLS & ABILITIES	
Create compelling, high-quality social media content.	Essential
Strong written and visual communication skills.	Essential
Work independently and collaboratively.	Essential
Organise workload and meet deadlines.	Essential
Skills in Canva, Hootsuite, ChatGPT, or video editing.	Desirable
Support marketing campaigns and stakeholder engagement.	Desirable