

Marketing

Volunteering Opportunities

April 2024

Thank you for your interest in supporting Lancashire Mind

Who are we?

Lancashire Mind is an independent mental health charity, delivering a strategy that has been co-created with the people of Lancashire.

We're an active member of the national Mind Federation, linking us with over 100 other local Mind organisations across England and Wales, providing excellent opportunities for good practice sharing and partnership working.

Our purpose is to achieve the best possible mental health and wellbeing for everyone in Lancashire. To achieve this, we will:

Connect Minds through ongoing engagement and co-creation
Change Minds by challenging stigma and increasing knowledge around mental health
Support Minds by being a source of help, where, when and how people need it.

Around 1 in 4 people in Lancashire are currently living with a mental health condition. While these individuals can play an active role in society there are still too many barriers to good health and wellbeing.

We believe that everyone can achieve mental wellbeing and that resilience is the key to sustaining it. With 50% of mental health conditions developing before the age of 14, building resilience from an early age is central to the work we do.

Our work empowers people in Lancashire to value and take care of their mental health. We work in partnership with others to provide support,

raise awareness and campaign across Lancashire.

We are determined to ensure we're an organisation that is representative of the diversity of the whole county and one that challenges the mental health inequalities faced by our communities. We're working to become a truly anti-racist organisation. We will not rest until we achieve mental wellbeing for everyone in Lancashire.

Lancashire Mind in 2024 is in a strong position in terms of finance, leadership and service delivery, guided by our 2021-2027 strategy.

Our five strategic aims are:

1. To listen, learn and influence
2. To work with others to solve problems
3. To keep making it easier to talk about mental health and wellbeing
4. To get people the help they need
5. To keep getting better

Our purpose, mission and aims are underpinned by four values, which are to be: Real, Bold, Caring and Open.

Everyone who works for Lancashire Mind is fuelled by a passionate belief that enabling people to achieve mental wellbeing will reduce the number of people who go on to develop a mental health condition and, for those who do to have a better chance of remaining well.

We believe that, working together with others, we can make Lancashire a leading county for mental wellbeing, and ensure everyone experiencing a mental health condition is treated as an equal member of society.

Join us to connect, change and support minds.

The role

We have an abundance of unique roles to explore within our marketing family. We can't wait to have you on board!

Opportunities within Content Creation include:

- Editing
- Copywriting (e.g. blogs, advertisements, articles and press releases)
- Connecting with local journalists and media outlets

Opportunities within Social Media & Digital Marketing include:

- Email marketing campaigns
- Email newsletter
- Social media scheduling
- Creating engagement activities
- Social media post campaigns for awareness days & events
- Evergreen content
- Updates to webpages
- Creating blog articles
- Paid for advertising & targeted ads
- Creating quizzes & competitions that increase engagement

Opportunities within SEO & Analytics include:

- Data analysis
- Data reporting
- Keyword research
- Hashtag research
- Website SEO

Opportunities within Graphic Design include:

- Graphics for social media
- PowerPoint presentations
- Print design
- Sourcing photography & illustrations
- Services & Event promotion
- Creation of digital resources & downloads
- Photography editing
- Photoshop

Info about the project / team you are joining.

At Lancashire Mind, the marketing department is at the heart of our organisation, working with every team to share our vital services, values, and goals. We're much more than Facebook posts and flyers; we're about changing lives.

Here's a glimpse into what we do:

"The role of marketing, to me, is about crafting compelling narratives that resonate with our community, both online and across Lancashire. We're the storytellers raising awareness of mental health, whether it's sharing a heartfelt blog or impactful newsletter, we ensure the message of 'better mental health for all' reaches far and wide.

If you've scrolled through Lancashire Mind's social media channels, you've already met our superheroes. From our dedicated staff, wellbeing advocates, community partners, fundraisers, and the amazing people who share their journey. Our mission? To break the stigma and allow mental health conversations to thrive. Because here, marketing isn't about selling - it's about saving lives.

Every campaign, every post, every design, has the potential to touch someone's life and guide them toward better mental health and wellbeing."

Lauren McAteer, Marketing Lead at Lancashire Mind.

- Illustrator

Opportunities within Event Planning include:

- Assisting with the project management of events
- Research & booking of venues
- Agenda creation
- Promoting events

Opportunities within Marketing Comms

- Expanding PR database
- Making connections with other organisations in the community
- Coordinating our Lived Experience contributors
- Working with fundraisers (individuals & businesses) to share their journey with mental health
- Coordinating guests for our podcast

Opportunities within Multimedia include:

- Setting up Podcast equipment
- Audio editing
- Video editing
- Animation
- Illustration
- Video filming & creation
- Video effects
- Photography
- Premier Pro

Above all, we want someone who believes in our vision of a Lancashire where everyone has the opportunity to have the best mental health and wellbeing possible.

What people enjoy about volunteering at Lancashire Mind

At Lancashire Mind, we believe that volunteers are vital to the work we do across Lancashire. By volunteering with us, you will become part of a passionate and dedicated community striving to make a positive impact on mental wellbeing within Lancashire.

Here are some reasons why people enjoy volunteering with Lancashire Mind:

Making a difference:

Volunteering with us provides a unique opportunity to contribute to improving the mental wellbeing of individuals in the Lancashire community. Whether it's supporting someone through a difficult time, leading workshops or events, or raising awareness about mental health, every action you take as a volunteer has the power to make a lasting impact.

Joining a supportive community:

When you volunteer with Lancashire Mind, you become part of a welcoming and supportive community. Our volunteers often describe their experience as more than just lending a helping hand – it's about forming lasting connections with like-minded individuals who genuinely care about mental health and the Lancashire community.

Personal growth and development:

Volunteering with Lancashire Mind provides an excellent opportunity for personal growth and development. You'll have the chance to enhance your existing skills and gain new ones through various training programs and workshops. Additionally, volunteering offers valuable practical

experience in the mental health sector, which may be beneficial for your future career or personal development goals.

Flexibility and choice:

We understand that everyone has unique commitments and interests. Therefore, we offer a range of volunteer roles to suit different preferences and availability. Whether you prefer to volunteer regularly or have limited time to spare, we have flexible opportunities to accommodate your schedule.

Recognition and gratitude:

We greatly appreciate the dedication and effort our volunteers put into their roles. As a volunteer with Lancashire Mind, you'll receive regular recognition and gratitude from our team, including certificates of appreciation and opportunities to attend

volunteer appreciation events. We highly value your contribution to our cause, and our goal is to ensure you feel valued and supported throughout your volunteering journey.

Join us!

Join us at Lancashire Mind and be part of a team committed to improving mental wellbeing in the Lancashire community.

By volunteering your time and skills, you can help others while also discovering the personal rewards and satisfaction that come with making a positive impact on the lives of those we support.

How to apply

If you would like to discuss the job before applying, please contact gembrennand@lancashiremind.org.uk.

Email your completed application form to Gemma Brennand or admin@lancashiremind.org.uk. Please do not convert your form to a PDF, otherwise it will not be possible for us to remove the identifying information before sending your application to the recruitment panel.

If you have any questions about the application process or require support with the process, please contact our Operations Team on 01257 231660.

Lancashire Mind

80-82 Devonshire Road
Chorley
Lancashire
PR7 2DR

01257 231660

admin@lancashiremind.org.uk
www.lancashiremind.org.uk

Registered Charity Number 1081427
Registered Company Number 3888655