

Take Back Your Mind UK | TBYMUK

Creating Healthier Minds.
We Are On Your Side.

Introduction

Engaging with our audience on Social Media is crucial for building relationships and enhancing our brand's image. Our Engagement volunteers will play a pivotal role in establishing a social media presence for Take Back Your Mind UK. You will contribute to growing our audience, raising awareness, and driving positive change in the field of mental health.

Duties & Responsibilities will include, but not limited to:

- Engaging with online users across platforms such as Facebook, X, LinkedIn, Instagram, Threads and TikTok.
- Contributing to the planning of upcoming topics and campaigns within your team, suggesting things you might like to see as well.
- Maintaining a consistent brand voice and messaging across all social media channels, ensuring content aligns with the organisation's mission and values.
- Speaking your mind and helping us improve.
- Responding to messages and comments with timeliness, personalisation, and positive interaction.
- Community Building consists of starting conversations, providing regular updates, working together, and handling negative feedback whilst remaining calm, acknowledging potential problems, and apologising professionally and with integrity.

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Preferred Experience, Training, Interests and Education:

- Minimum of one year of experience in working/volunteering in engagement and Social Media, preferably in a non-profit or mental health organisation; though, **this is not essential**.
- Knowledge boosters are provided to enhance skills and knowledge in social media/engagement.
- Passion for mental health advocacy, challenging stigmas, and promoting positive well-being, helping us to create healthier minds. However, this is only preferable and not essential.

Time commitment:

- We ask volunteers to contribute 4-8 hours a month, if they can.

If you believe you are right for this role and/or have any questions, we would love to hear from you!