

Take Back Your Mind UK | TBYMUK

**Creating Healthier Minds.
We Are On Your Side.**

Our social media volunteers play a pivotal role in establishing a social media presence for Take Back Your Mind UK. By creating engaging content and implementing effective strategies, you will contribute to growing our audience, raising awareness, and driving positive change in the field of mental health.

Responsibilities:

- Engage with online users across platforms such as Facebook, X, LinkedIn, Instagram, Threads and TikTok.
- Create attractive branded content for social media channels, including written posts, graphics, images, and videos.
- Contribute to the planning of upcoming topics and campaigns within your team, suggesting things you might like to see as well.
- Maintain a consistent brand voice and messaging across all social media channels, ensuring content aligns with the organisation's mission and values.
- Speak your mind and help us improve.

What we're looking for in volunteers:

- Writing experience.
- Experience in social media and an understanding of different social media channels and their respective best practices.
- Familiarity with graphic design tools such as Canva to create visually appealing and shareable content.
- An attention to detail and accuracy in creating and scheduling social media posts.
- The ability to meet reasonably set deadlines.
- Effective communication skills and the ability to work collaboratively.
- Passion for mental health advocacy, challenging stigmas, and promoting positive well-being, helping us to create healthier minds.

Preferred Experience, Training, and Education:

- Minimum of one year of experience in social media, preferably in a nonprofit or mental health organisation; though, this is not essential.
- Knowledge boosters are provided to enhance skills and knowledge in social media.

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Something for you:

- Work experience in social media content creation/management for a nonprofit organisation.
- Opportunity for continuous professional development and skill enhancement. Volunteers are empowered to volunteer in other roles that interest them.
- Joining a diverse and inclusive organisation dedicated to changing the narrative on mental health and challenging stigmas.

Time commitment:

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