

The Matthew Hackney Foundation

Our vision is to help children and young people with their mental well-being and resilience, so they have the best possible chances to be the strong, resilient, independent and thriving adults that they and our society deserves. We provide counselling support, for all children and young people who would not normally have access to the help they need. We currently work within Surrey.

We need volunteer help in the following area

Marketing & Communication

We are a very small charity who are looking to grow our current service offering and are looking for a volunteer Marketing & Communication person to help provide support to the trustees and liaise with other relevant people in order to contribute to the efficient marketing of The Matthew Hackney Foundation. This role of the Marketing and Communications Volunteer will be to assist in creating relevant, engaging content and updating our social media channels and website. We aim to increase awareness about the charity and help to reduce the stigma around mental wellbeing and have a passion to help children and young people with theirs.

The role is subject to receiving satisfactory references and may require a DBS check.

We envisage that we will need help for approximately 2 hours per week, this is a new role, and although we will not ask for any specific time commitment on a weekly basis, there will be the need to carry out some of this role on a regular basis.

You will need access to a laptop/desktop computer and knowledge of word, excel and outlook in order to carry out your volunteering responsibilities.

Volunteer role description

The description of the tasks required for this role would include;

To update information on our website and keep the blog page up to date with relevant activities.

Write varied types of content and regularly keeping our social media channels and website up to date.

Increase the number of followers, likes, shares and post engagements.

Contribute to the planning and facilitation of promotional events and fundraising activities

Help to build the Matthew Hackney Foundation brand and advocate on behalf of the charity

Review the analytical data and reporting back on social media objectives and targets

Liaise between our trustees, volunteers and external organisations in order to check and verify information for inclusion in marketing and communication collateral.

To support the writing of any press releases, marketing collateral and other communication material.

Liaise with commissioned agencies, suppliers and freelancers in order to ensure that any relevant information is properly communicated.

To assist in the collating and layout of presentations including content and design.

Collate national and local news stories and information relevant to our work and make trustees aware of them

To help support trustees with their communication activities, contacting media and sourcing relevant comms channels.

To set up and maintain appropriate record keeping systems in line with data protection requirements.

To ensure service outcomes and outputs are effectively monitored and evaluated and prepare service statistics termly in conjunction with charity founder/trustees.

Please note these volunteer requirements are intended to outline the duties of the volunteer role and may change as the post and service develops, subject to the requirements and demands of our growing service.

Alternatively/In addition you could take on ONE of the following projects on our behalf;

Copywriting: Planning and writing a blog each month for the Matthew Hackney Foundation website. This could be based on our activities, a profile of a member of staff or a volunteer, or around relevant research around supporting children's mental health

Leaflet and poster distribution: Monitoring, coordinating and helping with the distribution of our promotional leaflets and posters by our staff, members and supporters and identifying new opportunities for leaflet distribution.

Photography: Developing and updating our photographic database, identifying gaps; taking photographs and/or ensuring that someone is available to photograph all key events and ensuring that permissions for photography have been granted. This could also involve video work.

PR: Writing a press release every two months (three in total) with a view to obtaining media coverage; responding to any resulting media interest, and working with trustees/volunteers/counsellors to obtain the necessary information, photographs and interviews if required.

Search Engine Optimisation: Updating our website content to make it more easily found by relevant internet users. Increasing inbound links to our website: Researching and updating online listings and negotiating reciprocal links with likeminded websites such as those relating mental health awareness, children and young people's mental health, children's activities and schools.

Another project: If you have a particular area of knowledge or an interest area you would like to pursue, you are welcome to propose a project for you to undertake.

Person Specification

Our ideal volunteer would have;

The ability to work alone from home

Excellent verbal and written communication

Be IT literate with a working knowledge of Microsoft Office packages.

Outgoing, friendly and proactive character.

Be comfortable volunteering within a group or by yourself

Be passionate about supporting children & young people's mental wellbeing

Being able to use your own initiative but be able to ask for help when you need it.

Experience in a marketing role would be an advantage.

Maintain a high level of confidentiality and discretion at all times.

Ability to multitask

Ability to work under pressure.

An understanding of and commitment to The Matthew Hackney Foundation's equal opportunities policy, safeguarding policy and confidentiality policy, and to equality of opportunity and anti-discriminatory practice.

Please apply by telling us why you would like to volunteer for us and how you meet the criteria for this volunteering role, with your current CV to info@themathewhackneyfoundation.co.uk

All personal information will only be kept for those who are invited for interview, all information stored meets GDPR regulations.

Why Work with us?

We are a friendly bunch and run on a volunteer basis currently. We are a small charity and are passionate about people. You will help us at the very beginning of what we believe to be a growing service. You will help us plan, develop and continue to excel at what we do. You will help to make a difference to the lives of children and young people locally.

Please get in touch for an informal chat or if you would like to know more.

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www.themathewhackneyfoundation.co.uk