

Volunteer Social Media Executive Role Description

- **Type:** Volunteer role
- **Reports to:** CEO/Marketing Lead
- **Salary:** No salary but reasonable agreed expenses will be reimbursed
- **Hours:** Flexible, circa 6-8 hours per week
- **Location:** Remote (UK based)

About Help

[Help Counselling](#) is well-established Mental Health Charity. We believe everyone deserves access to quality mental health support, and have been providing affordable, short- and long-term talking therapies for almost 60 years.

We help adult clients with anxiety, stress, depression or other challenges with affordable counselling services, both face-to-face in West London and online across the UK.

Our mission is to ensure that affordable counselling services are available to all, and particularly to those who may otherwise experience barriers through cost or language challenges or as a result of cultural sensitivities. We are proud of our diverse team of counsellors who between them speak more than 10 languages. We work hard to ensure our clients are matched to the best available counsellor for their clinical needs and non-clinical preferences. We invite you to join us in delivering that mission.

About the role

We are seeking a Volunteer Social Media Executive to manage and grow our online presence.

You will manage our digital content across Facebook, Instagram, TikTok, and LinkedIn to help us connect with individuals seeking affordable therapy and raise awareness about mental health.

Key Responsibilities

Content Creation & Curation:

- **Visual Design:** Design engaging social media graphics, carousels, and promotional templates using design tools like Canva.
- **Video Production:** Record, edit, and publish short-form video content tailored specifically for TikTok and Instagram Reels.
- **Copywriting:** Draft clear, compassionate, and engaging captions optimised for each platform's distinct audience (e.g., professional tone for LinkedIn vs. conversational for Instagram).
- **Brand Compliance:** Ensure all copy, imagery, and video messaging strictly adhere to Help Counselling's official brand guidelines regarding visual design, font, logos, and content.

Platform Management & Scheduling:

- Calendar Management: Maintain a consistent monthly content calendar.
- Publishing: Schedule and push out live posts using social media tools.

Community Engagement & Insights:

- Community Moderation: Monitor comments, mentions, and direct messages across all channels and answer general inquiries or route sensitive queries to the appropriate internal contact according to charity policies.
- Analytics Tracking: Monitor metrics such as reach, follower growth, and engagement rate to evaluate performance and suggest content adjustments.

Candidate profile

Essential:

- Platform Proficiency: Confident, practical knowledge of managing business or creator profiles on Facebook, Instagram, TikTok, and LinkedIn.
- Design & Editing: Experience working with basic creative tools e.g., Canva.
- Empathetic Communication: Ability to communicate with extreme sensitivity, emotional intelligence, and respect for mental health topics.
- Organisation: Self-motivated to manage 6–8 hours of weekly tasks independently while working remotely.
- Passion for mental health awareness and reducing stigma around accessing counselling

Desirable:

- Understanding of mental health issues and the barriers people face in accessing support
- Professional or lived experience of counselling services would be an advantage

What you will gain

You will have an opportunity to:

- Gain professional experience through building a robust portfolio of real-world digital marketing and content campaign outcomes within the charity sector
- Directly help vulnerable individuals across London discover life-changing, affordable therapeutic support.
- Work with a collaborative team that fosters a sense of belonging, purpose and workplace satisfaction.

How to apply

To apply for this rewarding volunteer opportunity, please submit:

- A brief CV or summary of relevant experience
- A covering letter (no more than two A4 pages) explaining why you're interested in this role and what makes you a good fit, including your connection to the relevant borough

Closing Date: 30 September 2026 (we reserve the right to close early if suitable candidates are found)

Equal Opportunities: We are committed to equality, diversity, and inclusion. We welcome applications from all sections of the community and particularly encourage those with lived experience of mental health challenges to apply.

August 2026

Charity no.1140721