



Volunteer Social Media and Communications Assistant

Spirit of the Rainbow Heron

The organisation known as Spirit of the Rainbow Heron is based in Sheffield. It has been set up to commemorate the life and spirit of Dora Rachel Franks Daniel, who passed on from this life on 8th February 2015, just before her 28th birthday. Dora worked as Community Liaison for the University of Sheffield Students Union Volunteering Programme; she was well known across the city and had a positive impact in many ways. Dora was open about her own struggles with mental health; her bravery around this was inspiring and it translated into care for others. You can read more about her at www.DoraRainbow.com

Rainbow Heron Late Night Art Cafe

The purpose of the *Rainbow Heron Late Night Art Café* is to promote wellbeing for young people through providing a regular safe space, with peer support and creative activities for relaxation, fun, self-expression, exploration, healing and sharing: a crisis prevention model for young people experiencing mental health problems. The ethos will be one of peer support and we intend that all who take part (guests, volunteers, artists and staff) will benefit from it. It is mainly run by young volunteers, with a range of local artists and wellbeing professionals contributing one-off sessions. The project has been recognised as an innovative and much-needed resource; it counts on moral support and collaboration from a range of public and community sector organisations. This is a new one-year pilot project, which we plan to be continued.

The café is happening **every Sunday evening from 7.30pm to 11.30pm** at **Regather** [57 – 59 Club Garden Road, S11 8BU]

Social Media Volunteer

We'd love to use social media to spread the word about the cafe and attract new supporters, so we are looking for help from a creative person to develop our online presence.

Key attributes for this volunteer post include:

- Experience and confidence with a range of social media and online communications
- Capacity and willingness to branch out into new methods
- Ability to work both collaboratively and independently as appropriate and agreed with the project managers
- Good clear concise writing (and speaking) skills
- Ability to commit 6 – 12 months to the project and at least 6 hours a week

We can't offer anyone a formal placement (eg as part of a course of study) but we can provide valuable media experience in an innovative environment. We're a small friendly team and we're here to help you get the most out of your volunteering role, and will offer you professional support and development opportunities.

Responsibilities (depending on skills and experience)

- Your main responsibility will be monitoring and updating our social media pages with the aim of increasing engagement and followers
- Creating and scheduling posts for our various social media platforms including: Facebook, Twitter and Instagram
- Creating engaging text, image and video content that will make an impact and increase online engagement
- Improve our social media presence by expanding our use of social media platforms (eg Pinterest, etc.)
- Writing and editing blogs; positive stories; and case studies
- PR press releases and other external communications.
- Prepare a monthly E-Newsletter for our ever-growing supporters mailing list
- Prepare materials to promote events (leaflets, posters, etc.)

What you can learn / how you will benefit while volunteering:

- The basics about mental health and the issues faced by young people struggling with mental health.
- The role of Rainbow Heron.
- The role of a Rainbow Heron volunteer, including boundaries of the role.
- We will help you to promote and grow confidence while learning to empower and give encouragement to others.
- We will provide you with new skills and perspectives, and value the skills and perspectives you bring to the organisation.
- You will be able to increase your contact with the local community we serve.
- We will seek your views in matters relating to the work of the organisation.

Opportunities for personal and professional development:

- On-going support from team leaders and exchange of experiences with other volunteers.
- Involvement in other Rainbow Heron activities, such as raising awareness about the Rainbow Heron project and mental health and take part in creative activity.
- Set SMART goals with your volunteer coordinator for developing areas you are interested in personally.
- Job reference
- A positive and friendly work environment
- Reasonable travel expenses covered
- Flexible working: mainly home-based; ideally at least 6hrs per week up to 3 days max.

How to apply:

Contact our Project Coordinator Charly Calpin for a Volunteer Recruitment Form and further information:

charly.rainbowheron@gmail.com

Read more: *Rainbow Heron Café* on Facebook

Website: www.spirit-of-the-rainbow-heron.com