



Marketing

Volunteering Opportunities

Thank you for your interest in supporting Carlisle Eden Mind

Who are we?

Carlisle Eden Mind is one of 130 local Minds across the country, who work to empower, educate and support people with mental health issues. We are an independent, self-funded mental health charity that operates in Carlisle, Eden and across Cumbria. As a local charity we match our services to meet the needs of the community we serve and campaign to improve the services available to those in need of mental health support, raise awareness and promote understanding.

**We are Carlisle Eden Mind
Even though 1 in 4 people have mental health problems, most of us don't get the help we need. This has to change.**

We change minds across our community in Cumbria and wider, by making mental health an everyday priority. We support minds – offering help whenever you might need it through our information, advice and local services. And we connect minds. Bringing together an unstoppable network of individuals and communities – people who care about mental health to make a difference.

Info about the project / team you are joining.

Here at Carlisle Eden Mind, we believe in the power of community. That's why our volunteers are the heart and soul of what we do. They work alongside our team to spread awareness about mental health, raise vital funds, and offer support to those who need it most.

We're more than just posters and social media posts (although those are pretty important too!). We're about making a real difference in people's lives. By volunteering with us, you'll join a team of passionate individuals who are dedicated to breaking down the stigma surrounding mental health and creating a more supportive environment for everyone.

Think volunteering is just about answering phones or stuffing envelopes? Think again! We have a wide range of opportunities to suit your interests and skills. Whether you're a whiz with social media, enjoy chatting with people, or have a knack for organising events, there's a place for you at Carlisle Eden Mind.

So, if you're looking for a way to give back to your community and make a positive impact, we encourage you to get in touch! We can't wait to welcome you to the team.

Join us to connect, change and support minds.

We're looking for passionate volunteers to join our vibrant team and help us spread the word about mental health awareness! We offer a variety of exciting opportunities to suit your specific skills and interests. Whether you're a wordsmith extraordinaire, a social media guru, a design whiz, or an analytical mastermind, there's a place for you at Carlisle Eden Mind.

The Roles - we have a number of roles within our marketing team and we look forward to exploring them with you:

Content Creators:

- Craft compelling blog posts, articles, and press releases on mental health topics.
- Edit and proofread content for clarity, accuracy, and flow.
- Conduct research and interviews to gather information for content creation.
- Pitch story ideas and collaborate with the team to develop engaging content.

Social Media:

- Schedule engaging social media posts for various platforms (Facebook, Twitter, Instagram).
- Develop creative content (text, images, videos) to promote mental health awareness campaigns and events.
- Craft targeted email marketing campaigns to reach specific audiences.
- Monitor social media conversations and engage with followers.
- Analyse social media data to track performance and optimize strategies.

Design:

- Develop eye-catching graphics for social media posts, presentations, and printed materials using Canva (no need for previous experience with Adobe!).
- Source royalty-free stock photos and illustrations to complement designs.
- Create visually appealing digital resources and downloads (e.g., infographics, brochures) for mental health awareness.
- Edit photos for use in various marketing materials.
- Create promotional materials (posters, social media posts) to attract attendees.

Marketing:

- Build relationships with local organisations and community partners to expand our reach.
- Manage our Lived Experience contributors, coordinating their stories and perspectives for impactful communication.
- Work with fundraisers (individuals & businesses) to share their experiences with mental health and inspire others.
- Coordinate guest appearances for our podcast, scheduling interviews and managing logistics.

Data Detectives

- Delve into website analytics to understand user behaviour and website performance.
- Conduct keyword research to identify relevant search terms for improving SEO.
- Help us optimise our website content and structure for better search engine ranking.
- Analyse data and generate reports to track the success of marketing campaigns.