



Recruitment Information Pack

Campaigns & Storytelling
Volunteer





Welcome to Doncaster Mind!

Thank you for your interest in working with us here at Doncaster Mind.

In this pack, you should find all the information you need to learn more about us and what we do. This includes:

- More about us, what we believe in and our values
- Our application process
- The job description and person specification
- What we expect from our staff
- What you can expect from us

Our Organisation

Doncaster Mind is a passionate and energetic organisation that works to promote recovery from mental ill-health, improved emotional well-being, and independent living. We offer a range of both face-to-face and online services from one-to-one support, groups, activities, guided learning and training and volunteering opportunities. We also work with Doncaster Council and Rotherham, Doncaster & South Humber NHS Foundation Trust on specialist projects and services.

Our small team really cares about making a difference to the people of Doncaster, and we work hard to make a positive change for people's mental health. Last year we helped over 2706 people who are living with mental health problems.

We have been supporting people in Doncaster for over 47 years.

We are affiliated to the Mind network **BUT**, we are not a branch of national Mind – we are an independent local charity that fundraises locally and applies for grants and bids in order to continue our work.

Our Core Values

Seeing Potential



Appreciating each individual for who and where they are, we use all our skills to tailor support, there is no 'one size fits all'.

Making Change



With passion and determination, we work together by focussing on what is possible, helping individuals and communities move forward.

Listening to Learn



Actively hearing the voices of our internal and external communities, we improve and adapt our learning and structures, holding ourselves to account taking ownership of our future.

Shared Confidence



Encouraging free flow of ideas and information, we nurture trust gaining a clear sense of where we stand and how to be most effective.

Our Beliefs



No one should have to face mental ill health alone



Mental health and physical health are equally important and anyone can experience mental health difficulties



Everyone deserves access to mental health support tailored to who they are; enabling them to feel listened to and heard



In constant learning from lived experience, others and our partners



We play a vital part in the mental health landscape, striving to be agile and open to change, continuously evolving

What People Say About Us:

“Being able to talk without judgement to my counsellor I’ve been able to reflect on how my past has affected me. I’m so grateful and now feel able to build my life back up and even help others. This service has been a life saver”

“Thank you Doncaster Mind staff I really couldn't be more grateful for all the amazing work and support you do”

“I wasn't sure what to expect from mentoring but I gained so much from it and my mentor was great.”

“I have lost count now of how many students you have taken on as volunteers. The ones you have speak highly of Doncaster Mind and this is great for their development. Thank you”

A Note From Our CEO



We are really pleased that you are interested in volunteering with us!

Applying for a role can be a big step for a whole range of reasons and we want to make Doncaster Mind a potential option for as wide a range of people as possible. A diverse team creates the value in our services that we want all those we help to experience.

We have included as much information as possible in our pack. If you are interested in a vacancy but are unsure if you should apply, then I strongly recommend you give us a ring. It is equally important that you find out about us as well as us to find out about you!

We are always keen to hear from people who are passionate about mental health and about working to support those who are experiencing mental ill health. Perhaps you have had your own experience of mental ill health and feel that your own learning and journey may help you to support others.

We're proud to celebrate the diversity of our team and actively welcome interest from people of all cultures, backgrounds, and communities across Doncaster.

We recognise our responsibility to be a force for good and are committed to being a living example of equality, diversity, and inclusion in action. This means listening deeply, learning continuously, and creating spaces where everyone can thrive.

We look forward to hearing from you!

About Campaigns and Storytelling At Doncaster Mind

Campaigns and Storytelling plays a vital role in helping Doncaster Mind connect people with support, share our impact and strengthen mental wellbeing across our communities.

Through campaigns, digital content, community stories and awareness-raising activity, we help people understand their mental health, recognise when support may be needed and access help earlier. We also help raise awareness of the services available through Doncaster Mind and inspire people, organisations and communities to support our work.

Our communications bring to life the experiences of the people, volunteers, supporters and communities we work alongside. By sharing real stories and creating meaningful conversations, we aim to challenge stigma, increase understanding and demonstrate the difference that timely support can make.

Campaigns and Storytelling supports a wide range of Doncaster Mind's work, including prevention and early intervention initiatives, community services, wider volunteering, our Rise therapy service and relationship building and partnership development. Every piece of content helps strengthen connections between people and the support available to them.

As part of Doncaster Mind, this work is rooted in almost 50 years of local mental health support and community understanding. We recognise that mental health is shaped by many different experiences and pressures, including work, relationships, housing, finances and wider life challenges.

What makes this work particularly important is its ability to reach people beyond our services. Through campaigns, stories and community engagement, we can increase awareness, encourage earlier action and build support for better mental health across Doncaster.

At the heart of everything we do is a simple belief: that conversations, connections and support offered at the right time can change what happens next.

Choose What You Care About!

As a Campaigns and Storytelling Volunteer, you can gain experience across a range of projects or focus on an area that interests you most.

Prevention & Early Intervention

Support campaigns that encourage people to seek support earlier and improve understanding of mental health. Help create content that encourages people to seek support earlier, challenges stigma and raises awareness of mental health and wellbeing.

Rise Therapy Service

Help promote Doncaster Mind's professional therapy and workforce wellbeing services. Support communications that promote professional therapy and workforce wellbeing services, helping individuals and organisations understand the support available through Rise.

Community Impact & Supporter Engagement

Support communications that highlight the impact of Doncaster Mind's services, volunteering opportunities and inspire new relationships by sharing community stories, celebrating achievements and helping supporters understand the difference their involvement makes.

Our Campaigns and Storytelling Volunteers can choose to focus on a particular area of interest, but there are also opportunities to contribute across a range of projects and campaigns. This allows volunteers who already have experience in communications, marketing or content creation to apply their skills in a meaningful way across a diverse range of activities, while those looking to build their confidence and develop new skills can gain valuable hands-on experience in communications, campaigns, digital content and storytelling.

Whatever your background, you will play an important role in helping Doncaster Mind connect more people with support, services and opportunities to get involved.

The Role

The aim of this role is to support the smooth running, promotion and development of the Rise Therapy service by assisting with administration, community engagement and promotional activity.

Our volunteer will help create a welcoming, organised and professional experience for clients and external partners while contributing to the wider work of Doncaster Mind. Key duties include:

Service support

- Supporting the Rise Co-ordinator with administrative tasks
- Assisting with appointment and enquiry management
- Preparing therapy rooms and materials
- Supporting the organisation of promotional resources
- Assisting with feedback collection and data input

Promotion & engagement

- Supporting social media activity
- Assisting with website/news content updates
- Helping distribute posters and leaflets across Doncaster
- Supporting outreach to community venues and organisations
- Attending occasional events and awareness activities

Client experience

- Helping maintain a calm and welcoming environment
- Supporting reception and visitor experience where appropriate
- Preparing small client experience materials/resources

General

- Working in line with Doncaster Mind values
- Maintaining confidentiality
- Participating in supervision and training
- Supporting the wider aims of Rise and Doncaster Mind

This role may particularly suit:

- Students or graduates interested in mental health, psychology, counselling, communications or community work
- Individuals looking to build confidence and transferable skills
- People considering future employment or training within health, wellbeing or voluntary sector roles
- Individuals wanting to make a meaningful contribution to their local community

What You Will Contribute & Develop

Campaigns and Storytelling Volunteers play a key role in helping Doncaster Mind communicate its work, share impact and connect more people with support, services and opportunities to get involved. This includes supporting campaigns that promote mental health awareness, prevention, service access and community engagement.

As a Campaigns and Storytelling Volunteer, you will gain insight into how communications, campaigns and storytelling are used within a mental health charity to reduce stigma, encourage earlier support and strengthen community connections.

Depending on your experience, interests and strengths, this role may help you develop or apply experience in:

- Campaign planning and delivery
- Mental health awareness and prevention messaging
- Social media and digital content creation Storytelling, case studies and impact reporting
- Copywriting for different audiences and channels
- Community engagement and stakeholder communications
- Working within safeguarding, confidentiality and values-led communications
- Using creativity to communicate sensitive topics appropriately and effectively

You will also have the opportunity to:

- Work alongside staff involved in communications, services, fundraising and community engagement
- Contribute ideas to campaigns and storytelling approaches across the organisation
- Apply existing communications, marketing or creative skills in a purpose-driven setting
- Build a portfolio of real-world campaign and content work
- Gain experience that supports career development, study or future volunteering opportunities
- Be part of a supportive team working across mental health services and community initiatives
- Contribute directly to how Doncaster Mind reaches people and raises awareness of mental health support

We recognise that people volunteer for different reasons and bring different levels of experience. Whether you are an experienced communications professional looking to give back, someone building a portfolio, or someone developing new skills, we aim to provide a flexible, supportive and meaningful volunteering experience.

Person Specification

We recognise that people may bring different experiences, backgrounds and strengths to this role. We encourage applications from individuals who are passionate about mental health, community wellbeing and supporting people to access help earlier.

You do not need previous experience in a mental health setting. However, an interest in communications, storytelling or campaigns, and a willingness to learn and contribute, are essential.

Knowledge, Skills & Experience

Essential

- Good written and verbal communication skills
- Ability to create clear, engaging content for different audiences
- Organised, reliable and able to manage tasks and deadlines
- Basic digital skills (email, Microsoft Office and online platforms)
- Ability to work independently and as part of a team
- Ability to handle information confidentially and professionally
- Interest in mental health, wellbeing or community engagement
- Commitment to equality, diversity and inclusive communication

Desirable

- Experience in communications, marketing, social media or content creation
- Experience using platforms such as Facebook, Instagram or LinkedIn
- Experience creating content such as posts, blogs or newsletters
- Interest in storytelling, campaigns or digital communications
- Experience supporting community engagement, events or outreach
- Awareness or interest in mental health or the charity sector

Practical Skills

- Ability to write clearly and adapt tone for different audiences
- Confidence using digital tools to create and share content
- Ability to manage time and prioritise tasks
- Ability to use initiative appropriately within agreed guidance

Values and Attitudes

We are particularly looking for someone who:

- Communicates in a respectful, inclusive and non-judgemental way
- Is motivated by improving mental health awareness and access to support
- Values diversity and treats people with dignity and respect
- Is open to feedback and willing to develop their skills
- Shares the values and purpose of Doncaster Mind

Support and training offered

We want our volunteers to feel welcomed, supported and confident in their role.

As part of the Doncaster Mind team, our Campaigns and Storytelling Volunteers will receive an induction to the organisation, including our services, values, safeguarding approach and how we communicate about mental health in a safe, ethical and inclusive way.

Volunteers will receive:

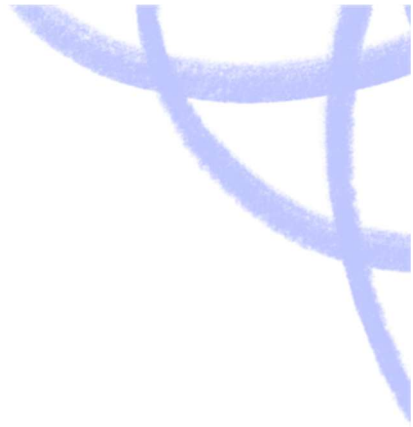
- A structured induction to the role and communications approach
- Ongoing support from the Business Development Lead, Relationship Development Co-ordinator and wider team
- Regular check-ins and opportunities to review progress and development
- Guidance on confidentiality, safeguarding and responsible storytelling
- Support with planning, creating and reviewing content where needed
- Access to relevant internal training and tools linked to the role

Depending on interests and focus areas, volunteers may also develop skills in:

- Campaigns, storytelling and content creation
- Social media and digital communications
- Copywriting for different audiences and platforms
- Community engagement and awareness-raising activity
- Working within a values-led, mental health-focused organisation

We recognise the importance of wellbeing in volunteering and aim to create a supportive environment where volunteers feel able to ask questions, develop confidence and contribute in a way that feels manageable and appropriate.

Volunteers will be supported to work within clear boundaries, particularly around safeguarding, confidentiality and the responsible use of lived experience stories. They will not be expected to manage sensitive disclosures independently or work outside agreed guidance and support structures.



Our application process

You may want to have a conversation about the role before you apply.

Not sure if this is right for you... have a conversation with us?

We know applying for roles can be time consuming, and you may also be worried that your skills and experience might not be a good fit. To book a phone conversation with us before you apply, email Bethany at team@risetherapy.org.uk to arrange a call. We absolutely want to make our roles as accessible as we can to the widest range of applicants, so these conversations give you the opportunity to ask questions, check your skills and experience against the role, and find out more about the process.

I know this role is for me, and I just want to apply!

If you want to head straight to applying for the role, that's fine too. Either head over to our website, where you will find the application and guidance notes which you can download or just send us an email to team@risetherapy.org.uk and we can email these directly over to you.

Interview Process

We know how stressful and anxious time applying for a job can be, so we want to be open and transparent about the process we will be carrying out for this role. Once you have submitted your documents, we will compare your details to what we are looking for with our person specification and job description, and if a good fit we will contact you for an interview.

Our interview process for this role will involve:

- A panel interview. The panel will usually include two members of staff and either a volunteer or someone with lived experience.
- The interview is designed to be a relaxed conversation that helps us get to know you better. We'll ask between 7 - 10 questions about your experience, skills, and how you approach your work, as well as how you align with our values.
- All candidates will be asked the same key questions to keep the process fair.

There will be time for you to ask questions too, and we'll be happy to talk more about the role, the team, and the organisation.

Interview date: To be agreed

What We Expect From Our People

Our clients and team members are really important to us. We want Doncaster Mind to be a great place to work and to receive services from, so we have some expectations of our team members.

You will:

Put our clients at the heart of your work: Our clients are always front and center of the decisions we make, and all the work we do is to enhance their lives, progress mental health awareness and reduce stigma. As part of the Doncaster Mind team, we will expect you to put clients at the center of your work

Be empathetic and compassionate: You feel able to walk alongside someone else and appreciate what they are going through, even if this is different from your own experience. You do this with compassion and kindness

Value difference: Whether this is a protected characteristic or a different point of view, you will embrace diversity and value the differences and contributions we all bring

Champion equity: Whenever you are representing Doncaster Mind, we expect you to be championing equity in mental health services, and equity across all communities for good quality mental health services

Be non-judgmental: Mental health and wellbeing can be sensitive and challenging subjects. Everyone experiences mental health differently, and we all bring a non-judgmental approach to our work. You may also need to challenge others stigmatising views in a gentle and non-judgmental way.

Be open and transparent: You're honest with our clients about what help we can give, and open about our expectations. You give your views generously and equally listen to others.

Be prepared to muck in!: We're a team and sometimes unexpected things happen. We expect all our people to support each other, and this might mean you end up doing something you didn't expect to do, within reason!