

Ambassador

Volunteer Role Description



Role:	Ambassador
Responsible to:	Senior Fundraiser
Time commitment:	To suit your availability
Location:	Coventry and Warwickshire

Background

We are Coventry and Warwickshire Mind, a local mental health charity affiliated to Mind: the leading mental health charity in England and Wales.

Coventry and Warwickshire Mind has been developing and delivering quality services with, and for, people with mental health problems for over 50 years.

We want to make sure that everyone with a mental health problem gets the support they need and the respect they deserve. This could mean having access to information, a listening ear, or more specialist support and services to help someone to live and recover from their mental health problem.

The organisation is often invited to fundraising/promotional events and with a small team this can be a challenge, so we are looking to recruit a number of Ambassadors, who as volunteers can support these initiatives.

Role purpose

Our Ambassadors are committed to our cause and to raising awareness of mental health problems. You will be contacted as appropriate and offered the opportunity to attend events as a representative of Coventry and Warwickshire Mind. This is a flexible role to suit your availability, which requires a minimum of 12 months commitment.

Ambassadors help to raise awareness of our work by attending events to talk about our work and encourage others to get involved in fundraising activity. This is a really important role as it helps us to reach new people, inspire new fundraising activity, and thank our supporters for the work they are doing.

We actively encourage applications from people with lived experience of mental health and who come from a diverse range of backgrounds to represent the community that we serve.

Key responsibilities

- Attending invited events, for example community/social group meetings, school assemblies, and cheque presentations.
- To give presentations/talk about the work of Coventry and Warwickshire Mind and the difference we are making.
- To be willing to share personal experience of mental health when appropriate.
- To inspire people to support us through fundraising, or to thank supporters for the fundraising they have completed.
- To represent the charity in a professional and friendly manner.
- Making conversation with members of the public as appropriate and answering questions about the charity.
- Confident in public speaking.
- Where possible promote Coventry and Warwickshire Mind to potential supporters/ fundraising.
- To signpost potential clients to the charity.
- To support and lead where possible in arranging fundraising events for Coventry and Warwickshire Mind i.e. annual ball.
- To actively challenge stigma and discrimination.
- To participate in regular updates and training sessions as appropriate and to attend group support sessions volunteer induction training.
- To be willing to participate in photo opportunities when representing Coventry and Warwickshire Mind.

Person Specification

Experience	Essential/Desirable
Personal experience of mental health	D
Confident in sharing your experience if appropriate	E
Experience in partnership fundraising and/or relationship building	D
Experience of taking part in/ coordinating events	D

Skills and abilities	Essential/Desirable
Excellent verbal, written and presentation skills	E
Ability to inspire	E
Marketing and PR skills and experience	D
Able to use your personal social network channels to promote charity work	D
Personable, approachable, and enthusiastic	E

Knowledge	Essential/Desirable
Knowledge of issues affecting people with mental health problems	D
Understanding of the third sector	D

Attitudes	Essential/Desirable
Ambitious, innovative, and self-motivated.	E
Able to show empathy for people with mental health problems and their carers	E
Trustworthy, patient and a good relationship builder	E
Enjoys working as part of a team	E
Able to work evenings and weekends with prior notice	E
Car driver with access to a car and be prepared to travel across Coventry and Warwickshire	D
Ambitious, innovative, and self-motivated	E

Dress code

- To be willing to dress to the occasion.
- Volunteer ID badge.

The benefits to you

- Experience working with a professional organisation.
- A sense of satisfaction and pride for helping to make a valuable difference.
- Develop your skills.
- References for future employers.
- Meet new people.
- Potential job opportunities within Coventry and Warwickshire Mind.

What can you expect from Coventry and Warwickshire Mind?

- An induction session to introduce you to the charity, recognise your skills and identify any ongoing support you may need from us to fulfil the role.
- Ongoing training and update sessions.
- A designated point of contact for support and guidance, when needed.
- Reimbursement of out-of-pocket expenses, for example travelling to and from the fundraising venue.
- Work shadowing in our services.
- Regular support either group or individual.

Time commitment

This is a flexible role to suit your availability, and as such there is no minimum time commitment. There is a training commitment of 2 days per year. Volunteer Ambassadors will be contacted as appropriate and offered the opportunity to attend events to which we are invited.

Recruitment process

Complete our simple online application form to express your interest in the role. We'll arrange an informal meeting to discuss your application and the role, before obtaining references. Following this we'll invite you to a short induction.

Next step

If you have any questions, please contact us on email at fundraising@cwmind.org.uk

