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**Service name: Training**

**Role title**:

Training marketing volunteer

**What's involved**

Could you support our small training team to reach new audiences? West Sussex Mind has a small but growing training offer that supports professionals, teachers, businesses and parents and carers to learn about mental wellbeing. Take a look at our current training offer <https://www.eventbrite.co.uk/o/west-sussex-mind-8288439768> and [West Sussex Mind | Homepage](https://www.westsussexmind.org/). We are looking for a volunteer to guide our marketing activity over the next year, in particular to:

* Advise team on how to better market training offer
* Identify potential markets for us to sell / offer our mental health training
* Identify demand and gaps in offer through undertaking surveys and research
* Create a customer communications plan
* Promote the offer to potential clients (Optional role)

Please note the training team are all home-based workers so this is a home-based volunteering opportunity, but there will be links to the team via Zoom or Microsoft Teams and opportunities to meet and connect with other volunteers in West Sussex Mind. The hours are negotiable as is the duration of the volunteering opportunity.

**What we ask for**

* An interest in mental health and wellbeing
* Effective communication skills
* Good standard of written English
* Knowledge/experience of marketing practices gained in industry or charitable sector (or possibly a marketing degree under-graduate)
* A computer and access to the internet

**How we help our volunteers and benefits**

* Welcome you to West Sussex Mind with a package of training and information needed to carry out the role.
* You will meet new people, have the opportunity to learn new skills and take part in regular in-house training.
* We will reimburse pre-agreed expenses in line with West Sussex Mind’s policy.
* We will check-in regularly to ensure you are enjoying your volunteering role.

**Our Values**

* Open: we reach out to anyone who needs us
* Together: we're stronger in partnerships
* Responsive: we listen, we act
* Independent: we speak out fearlessly
* Unstoppable: we never give up
* Forward thinking: we innovate and develop

For more information, please email  Charlotte at training@westsussexmind.org