



key changes

Promoting positive mental health through music

Social Media Volunteer – Artist Community Engagement

About Key Changes

Key Changes is an award-winning charity promoting positive mental health through music. We deliver person-centred, trauma-informed music mentoring programmes in hospitals and community settings for people experiencing mental health challenges.

Many musicians first connect with Key Changes through our programmes and later continue their involvement as Artist Volunteers. These are artists who have progressed through mentoring and want to remain part of the community by performing, supporting events, inspiring others and helping promote the charity.

About the role

We are looking for a Social Media Volunteer to help strengthen engagement between Key Changes and our Artist Volunteer community.

The role will focus on creating simple, engaging social media content and encouraging Artist Volunteers to help amplify the charity's posts through their own networks.

You will work alongside the Key Changes team and Artist Volunteers to help increase awareness of our programmes, events and artists, while supporting a positive and active online community.

What you'll do

Activities may include:

- Creating simple social media content and digital assets that Artist Volunteers can easily repost and share
- Encouraging Artist Volunteers to like, comment on and share Key Changes posts
- Supporting artists to promote Key Changes activities through their own social media networks
- Helping increase engagement across Instagram, Facebook and LinkedIn

Key Changes: Positive Mental Health Through Music Ltd.

Green Fish Resource Centre, 46-50 Oldham Street, Manchester M4 1LE

Tel: 0330 174 1989 E: info@keychanges.org.uk

www.keychanges.org.uk

Registered Charity No: 1103774 Company No: 4641867



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- Supporting the promotion of performances, events, artist opportunities and programme activity
- Helping identify suitable content from the Artist Volunteer community that could be shared through Key Changes channels
- Attending selected online Artist Volunteer sessions to connect with artists, share updates and encourage participation
- Working with the Key Changes team to make sure content is appropriate, accurate and in line with the charity's values and communications approach

Skills and experience

We are looking for someone who has:

- Experience using social media platforms and creating digital content
- Some understanding of how to grow engagement and audiences online
- Good communication and organisational skills
- Confidence working collaboratively with artists and volunteers
- An interest in music, creativity and mental health
- A reliable and supportive approach

Experience with basic design or content creation tools such as Canva is useful but not essential.

Commitment

Flexible, remote volunteering.

You will need to be available to join the online **Artist Volunteer session on Thursdays, 1pm–2pm, once or twice a month.**

If you would like to contribute additional time, that would also be very welcome.

Support provided

The volunteer will receive:

- An introduction to Key Changes and the Artist Volunteer programme
- Guidance on the charity's social media approach and tone of voice
- Support from the Key Changes team
- Access to relevant content, images and programme information
- Opportunities to build experience in charity communications, music promotion and community engagement

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How to apply

Please send your CV to volunteer@keychanges.org.uk with the subject line **Social Media Volunteer**.