

Marketing Support Officer (Volunteer)

Role description

Organisation: The Muslim Lived Experience Network CIC
Role Type: Volunteer
Location: Hybrid (London-based/remote working)
Time Commitment: 3 hours per week (minimum), permanent
Reports to: Operational Lead, Co-Directors
Start Date: Immediate

About Us

The Muslim Lived Experience Network (mlxn.org.uk) is a lived experience-led organisation committed to supporting individuals experiencing mental health challenges. We offer faith-informed peer support interventions, lived experience-related workshops and events, Islamic talks on mental health related topics, hospital 'Muslim Faith Kits', training, consultation, ad hoc support and signposting.

Our team is made up of dedicated volunteers united by a shared mission to attain the pleasure of Allah (SWT). We strive to achieve this by bringing peer support and lived experience perspectives to our communities - to educate, reduce stigma and improve the quality of life for people living with mental health conditions.

Role Purpose

The **Volunteer Marketing Support Officer** provides practical support to help raise awareness of MLXN's work, services, and impact. This role focuses on assisting with content creation, campaigns, and communications to ensure consistent, engaging, and values-led messaging across platforms.

The role is ideal for someone creative, organised, and passionate about using communications to support mental health awareness and community engagement.

All volunteers act as Ambassadors for MLXN and commit to positively promoting the network, its mission, and its work wherever appropriate.

Key Responsibilities

1. Content Creation & Campaign Support

- Support the creation of engaging content for social media (e.g. posts, captions, basic graphics)
- Assist with promoting events, workshops, and campaigns
- Help draft and schedule content in line with the organisation's tone and values
- Contribute ideas for campaigns to raise awareness and engagement

2. Social Media & Digital Presence

- Support day-to-day management of social media platforms
- Monitor engagement (comments, messages) and flag where responses are needed



- Help ensure consistency in branding, messaging, and posting schedules
 - Support growth of online presence and community engagement
- 3. Communications Support**
- Assist with drafting newsletters, announcements, and promotional materials
 - Support proofreading and formatting of communications
 - Help ensure content is clear, accessible, and aligned with organisational values
- 4. Website & Marketing Materials**
- Support updates to the website (e.g. events, blogs, key information)
 - Assist in creating or updating marketing materials (e.g. flyers, simple visuals)
- 5. Impact & Learning**
- Support basic tracking of engagement metrics (e.g. likes, shares, reach)
 - Contribute ideas to improve reach, accessibility, and effectiveness of communications
- 6. Safeguarding & Conduct**
- Maintain confidentiality and appropriate boundaries when handling sensitive content
 - Be mindful of safeguarding principles, particularly in public-facing communications
 - Uphold MLXN's values, including compassion, professionalism, and respect
- 7. Personal, Professional & Spiritual Development**
- Attend relevant meetings, training, and supervision
 - Develop skills in marketing, communications, and digital engagement
- 8. Ad hoc**
- Support the wider team with relevant tasks where appropriate

Person Specification

- Interest in marketing, communications, or social media
- Creative thinking and ability to contribute ideas for content and campaigns
- Good written communication skills (clear, engaging, and appropriate tone)
- Basic digital skills (e.g. social media platforms, Canva or similar tools)
- Strong attention to detail and ability to follow brand/style guidance
- Organised and able to manage tasks and deadlines
- Ability to work independently and as part of a team
- Willingness to learn and develop marketing skills
- Understanding of, or interest in, mental health awareness and community work
- Alignment with the values of a Muslim-led, inclusive organisation

Desirable (but not required):

- Experience managing social media accounts or creating digital content
- Familiarity with scheduling tools (e.g. Buffer, Hootsuite)
- Basic design or video editing skills
- Experience supporting campaigns or events promotion
- Understanding of inclusive and accessible communications

What You'll Gain

- Hands-on experience in marketing and communications within a purpose-driven organisation

- Opportunity to build a portfolio of content and campaigns
- Development of digital, creative, and communication skills
- Insight into community engagement and mental health awareness work
- Flexible volunteering within a supportive team
- A professional reference and volunteer certificate upon completion

Expression of Interest

Please email team@mlxn.org.uk with a summary of why you're interested in this role and how you meet the above person specification.

