

Newsletter and Mailchimp Volunteer

Purpose

To help prepare clear, warm and mission-focused supporter emails, newsletters and campaign updates.

Key responsibilities

- Draft monthly news updates, campaign emails or bi-annual newsletter content.
- Create simple thank-you updates after appeals and fundraising campaigns.
- Help prepare Mailchimp emails using approved copy, images and links.
- Support basic audience segmentation where appropriate.
- Check spelling, layout, links and clarity before emails are sent.
- Keep the tone warm, human, grateful, respectful and impact-focused.

Person specification

- Someone who enjoys writing, editing and supporter communication.
- Careful with detail and comfortable checking copy before it is shared.
- Able to write in a simple, respectful and non-patronising tone.
- Experience with Mailchimp or email marketing would be helpful, but training can be given.
- Reliable and able to work to campaign or newsletter deadlines.

Time commitment

Flexible. Often two to four hours around a newsletter or campaign email, with quieter periods in between.