

Community Outreach Volunteers Role Description

- **Type:** Volunteer role (multiple vacancies)
- **Reports to:** CEO/Marketing Lead
- **Salary:** No salary but reasonable expenses will be reimbursed
- **Hours:** Flexible, circa 2-3 hours per week
- **Location:** Remote with occasional meetings in central London.
- **NB** Candidates must be based in one of the following London boroughs: Kensington & Chelsea; Westminster; Hammersmith & Fulham.

About Help

[Help Counselling](#) is well-established Mental Health Charity. We believe everyone deserves access to quality mental health support, and have been providing affordable, short- and long-term talking therapies for almost 60 years.

We help adult clients with anxiety, stress, depression or other challenges with affordable counselling services, both face-to-face in West London and online across the UK.

Our mission is to ensure that affordable counselling services are available to all, and particularly to those who may otherwise experience barriers through cost or language challenges or as a result of cultural sensitivities. We are proud of our diverse team of counsellors who between them speak more than 10 languages. We work hard to ensure our clients are matched to the best available counsellor for their clinical needs and non-clinical preferences. We invite you to join us in delivering that mission.

About the role

The Community Outreach Volunteers will play a vital role in raising awareness of our counselling services across the London boroughs of Kensington & Chelsea (RBKC), Westminster and Hammersmith & Fulham (H&F). We are recruiting multiple Community Outreach Volunteers who can work individually or as a team across each borough.

Acting as the charity's local ambassador, you will connect with local organisations and individuals to ensure that (1) people who could benefit from our services know how to access them, and (2) we are able to build relationships with those who wish to support our work.

This is a new role which will be essential in breaking down barriers to mental health support and building trust within the local community. Your contribution will help us to raise the profile of Help Counselling, not only enabling us to reach more people in need but also to connect with supporters, partners and donors.

Key Responsibilities

Community engagement:

- Build and maintain relationships with local organisations, charities, community groups, faith groups, and others
- Identify opportunities to promote our counselling services through existing networks and connections within the area
- Attend local community events, fairs, and networking meetings to represent the charity and distribute information

Information and Promotion

- Distribute marketing materials including leaflets, posters, and business cards in appropriate locations across the area
- Deliver brief presentations or talks to community groups about our services (training and materials provided)
- Share information about our services through local social media groups and community notice boards

Liaison and Communication

- Signpost enquiries about accessing counselling services to the central team
- Provide regular updates to the CEO/Marketing Lead about outreach activities, opportunities identified, and materials needed
- Maintain accurate records of organisations contacted and materials distributed

Awareness and Feedback

- Stay informed about local community needs and barriers to accessing mental health support
- Share insights and feedback from the community with the central team to help improve service accessibility
- Contribute to the development and delivery of local marketing campaigns

Candidate profile

Essential requirements:

- Must live in, work in, or have extensive knowledge of and networks within at least one of these London boroughs: Kensington & Chelsea, Westminster, Hammersmith & Fulham
- Experience working in marketing, communications, campaigning, fundraising, events management or a similar role
- Confident, articulate communicator who can represent the charity professionally to diverse audiences
- Enthusiastic and proactive approach to building relationships and identifying opportunities
- Reliable, organised, and able to manage own schedule with minimal supervision
- Passion for mental health awareness and reducing stigma around mental health
- Basic IT skills including email and ability to use simple online record-keeping systems
- Commitment to upholding the charity's values and maintaining confidentiality

Desirable:

- Understanding of mental health issues and the barriers people face in accessing support
- Existing connections with local community organisations, charities, or groups
- Experience of delivering presentations or public speaking
- Professional or lived experience of counselling services would be an advantage

What you will gain

You will have an opportunity to:

- Work as part of a friendly team
- Develop your skills and experience in community engagement, networking and communications
- The satisfaction of ensuring local people can access mental health support

How to apply

To apply for this rewarding volunteer opportunity, please submit the following to recruitment@helpcounsellingcentre.com:

- A brief CV or summary of relevant experience
- A covering letter (no more than two A4 pages) explaining why you're interested in this role and what makes you a good fit, including your connection to the relevant borough

Closing Date: 30 September 2026 (we reserve the right to close early if suitable candidates are found)

Equal Opportunities: We are committed to equality, diversity, and inclusion. We welcome applications from all sections of the community and particularly encourage those with lived experience of mental health challenges to apply.

August 2026

Charity no.1140721