Volunteer Website Manager
Role Description

- **Type**: Volunteer role
- **Reports to**: CEO/Marketing Lead
- **Salary**: No salary but reasonable expenses will be reimbursed
- **Hours**: Flexible, circa 3-4 hours per week, more in the brand refresh phase
- **Location**: Remote possibly with occasional meetings in central London.

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.

Whether clients are seeking relief from anxiety, stress, depression or other challenges, we are here to help. We offer counselling services to those over 18, both face-to-face in London and online across the UK.

We also provide training placements for trainee counsellors who need to gain clinical experience to qualify and be registered with one of the industry professional bodies such as, BACP or UKCP.

The work undertaken by trainee counsellors is unpaid - they volunteer their time. This volunteer-driven model enables Help Counselling to fulfil its mission of offering affordable counselling services to those in need.

We also cater for clients who prefer to engage with a qualified counsellor through our Help Counselling Plus service for quality therapy at a fraction of the cost of private practice fees.

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 trainee and qualified counsellors who between them speak 17 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 Volunteer Website Manager will be responsible for keeping our website accurate, on-brand, easy to use and easy to find, so that it helps us reach the people we support (clients and trainee counsellors), our donors, partners and volunteers.

Our website is already live, having been newly developed in 2025. We are refreshing our brand, so the first priority is to update the site's look and wording to match. After that, the role is regular, ongoing care of the site: publishing content, working with our marketing team on search visibility, making website changes needed for Google paid search campaigns, and keeping everything secure and running well.

Key Tasks

1. Brand refresh (priority for the first 3 months)

- Work with the marketing lead to agree a prioritised list of website changes needed to match the new brand guidelines.
- Update colours, fonts, logos, imagery, page templates and tone of voice across the site, starting with the highest-traffic pages.
- Check that changes work on mobile and desktop, and meet accessibility basics (colour contrast, alt text, clear headings).
- Test changes before they go live and keep a log of what has been done and what remains.

2. Content updates

- Publish and format blog posts, news items and events supplied by colleagues, following our brand and style guidance.
- Keep key pages accurate, and remove or archive out-of-date content.
- Prepare images and documents for the web (sensible file sizes, descriptive names, alt text).
- Keep an events and news calendar up to date and flag gaps or clashes to the marketing team.
- Aim to publish routine updates within an agreed time period.

3. Search and digital marketing

Working with our existing marketing team (which includes SEO and Google paid search volunteers):

- Apply on-page SEO good practice: page titles, meta descriptions, headings, internal links and URL structure.
- Agree and create keyword priorities and landing pages for campaigns.
- Manage website changes required to support Google paid search campaign needs, such as new or updated landing pages and conversion tracking. You will not manage the Google Ads account itself.
- Review Google Analytics and Search Console each month, and share simple recommendations.

4. Maintenance, security and compliance

- Carry out routine updates to the website platform, themes and plugins, and keep regular backups.

- Check for broken links, slow pages and errors, and keep the site secure (SSL certificate, strong passwords, two-factor authentication).
- Help keep the site compliant with UK GDPR and cookie rules, accessibility good practice and Charity Commission requirements, such as showing our registered charity number and keeping our privacy policy current.
- Liaise with our hosting provider and any external developers when needed.

5. Reporting and collaboration

- Attend weekly marketing team meetings (online).
- Give a regular brief updates to Marketing Lead: traffic, top pages, search performance, and any issues or suggestions.
- Keep simple handover notes (how-to guides, supplier details) so the site never depends on one person.

Candidate profile

We are looking for someone with hands-on experience of running a website, who is organised, reliable and happy to work with non-technical colleagues. You do not need to be a developer although some development experience would be a bonus.

Essential

- Experience managing or updating a website in a content management system (ideally WordPress).
- Working knowledge of basic SEO: page titles, headings, meta descriptions, keywords and site structure.
- Confidence using Google Analytics and Google Search Console, or similar tools.
- Basic HTML/CSS, or comfort making design changes through a theme or page builder.
- Good written English and an eye for detail, including proofreading and consistent formatting.
- Understanding of web accessibility basics and of data protection and cookie requirements (UK GDPR).
- Able to take direction from brand guidelines and work to agreed priorities.
- Reliable and organised, and able to commit the agreed hours and communicate clearly when availability changes.
- Understanding of and commitment to the values of the Charity.
- Adept at managing projects and meeting deadlines
- Good communicator and collaborator - comfortable using project tools such as Teams
- Detail-oriented and quality-conscious
- Willing to take the initiative

Desirable

- Web development experience.
- Understanding of how Google Ads and the Google Ad Grants programme work, so you can support landing pages and tracking.
- Experience editing images (for example Canva or similar) and preparing them for the web.
- Previous experience in a charity, community or not-for-profit setting.
- Experience of a website rebrand or redesign.
- Familiarity with online giving or donation tools and email newsletter platforms.

What you will gain

You will have an opportunity to:

- Work as part of a friendly team
- Develop your skills and experience in website development and marketing
- The satisfaction of making a real difference in improving access to mental health support in your community

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.

Closing Date: 30 January 2027 (we reserve the right to close early if a candidate is found). Suitable candidates will be invited to an informal interview to discuss the role.

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.

Volunteer agreement: As a volunteer, you will be asked to follow our volunteer agreement and policies, including data protection, confidentiality and safeguarding. We will take up two references and carry out any checks appropriate to the role. This role does not normally need a DBS check, as it involves no direct work with beneficiaries.

November 2026

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