



Basingstoke Counselling Service, a registered charity, was founded in 1985 by a small group of local therapists wanting to provide mental health support to the local community. Since then, our service has flourished to become a busy, vibrant counselling and training centre, managed by a talented team of clinical and non-clinical staff, dedicated to improving the emotional wellbeing of our community.

We achieve this in two ways. Firstly, we offer one-to-one and couples counselling for adults, via a team of counsellors who provide a professional and affordable service. Our counsellors are supervised and practise within the BACP Ethical Framework for the Counselling Professions.

Secondly, we provide a range of training courses for those interested in supporting others with mental health difficulties. We have a long heritage of running highly regarded courses from one-day CPD workshops through to a three-year BACP Accredited Diploma in Psychodynamic Counselling.

Based in central Basingstoke (a stone's throw from War Memorial Park and the town centre shops and transport links), we have a suite of 11 rooms used for counselling, training and administration. All of these rooms have recently been refurbished to a high standard, making BCS a very pleasant and welcoming work environment.

This is an exciting time for us as we are experiencing a sustained period of growth. To ensure that we continue to deliver high-quality services to all our users it is imperative that we attract talented and committed individuals to complement the current team and help us continue to develop and grow the service.

To minimise our impact on the environment and ensure efficient work practises, all of our systems are now digital.

We understand that discrimination and inequality exist in our society. As an organisation, we aim to treat everyone with dignity and respect and therefore challenge ourselves regularly to ensure we achieve this. We do this by listening and responding to feedback and regularly reviewing our approach to equality, diversity and inclusion.

Job Description

Role title	Volunteer Marketing Co-ordinator
Reporting to	Co-Directors
Location	Goldings, London Road, Basingstoke, RG21 4AN This can be a purely remote role, hybrid role or based in our offices, depending on your preferences
Working hours	Flexible, ideally a minimum of 4 hours per week
Term of contract	Voluntary
Start date	As soon as possible
Closing date for applications	9am on Monday 2 nd June 2025 Please note that we will be offering interviews as we receive applications and as such, we may close applications early should we fill the role.
To apply	Send a CV and covering letter to julia.charlesworth@basingstokecounselling.org.uk
For an informal chat about the role	Please contact Julia Charlesworth on 01256 843125 or julia.charlesworth@basingstokecounselling.org.uk

Overview of the post

We are seeking a creative and enthusiastic volunteer to support our marketing and communications. This role is ideal for someone passionate about mental health, community engagement, and raising awareness through various media. Your work will build awareness in the community of the services that we offer and how to access them, including increasing the visibility of our training services, attracting clients, promoting fundraising initiatives, and engaging supporters.

Duties and responsibilities

- Develop and implement basic marketing plans to support BCS goals.
- Create engaging content for our website, social media channels, and newsletters.
- Design simple graphics or promotional materials (e.g., for campaigns or events).

- Promote fundraising events, training courses, and counselling services.
- Help grow our online following and email subscriber list.
- Liaise with local press, community networks, and partner organisations.
- Monitor and report on campaign engagement (with guidance, if needed).

Ideal Skills and Experience

- A background or strong interest in marketing, communications, or PR.
- Good writing skills and attention to detail.
- Familiarity with social media platforms (Facebook, Instagram, LinkedIn, etc.).
- Some experience with design tools (e.g., Canva) is a bonus.
- Comfortable working independently and as part of a small, friendly team.
- Passion for mental health and the voluntary sector.