



Volunteer Role: Membership Communications Lead

About Metal For Good

Metal For Good is a UK charity harnessing the power of the rock, metal and alternative music community to create positive social change. Through initiatives like Metal Collective and Metal Merch Day, we bring fans, artists and industry together to fund and support life-changing projects.

As we continue to grow our membership community, we're looking for a volunteer to help shape and deliver engaging communications that deepen supporter connection and drive impact.

The Role

You'll lead on communications for our Metal Collective membership, helping us engage, retain and grow our supporter base through compelling, well-timed content.

Key Responsibilities

- Plan and deliver regular member communications (primarily via Mailchimp)
- Write engaging newsletters and campaign emails aligned with our tone and mission
- Support segmentation and CRM management to improve targeting and personalisation
- Collaborate with the team on campaign messaging (e.g. membership relaunch, impact report, merch drops)
- Monitor performance and suggest improvements to increase engagement

Skills & Experience

- Experience using CRM systems and email platforms (e.g. Beacon, Mailchimp)
- Strong copywriting skills with the ability to engage and inspire audiences
- An understanding of supporter journeys and community engagement
- Interest in music, culture and/or social impact is a plus

Time Commitment

2–3 days per month, worked flexibly