



Volunteering Facilitators

EcoCounts

Our vision is for a world in control of CO₂ emissions - a fair social and economic approach that motivates and supports people and organisations to reduce their carbon footprints.

Our ultimate mission is to persuade people, business and government that together, we can take meaningful action using our Carbon Accounts framework. We are creating a group in North London to demonstrate in real life how this would work. We believe this could inspire governments to introduce the same mechanism to reach science-based emission reduction targets on a national basis.

In Brief

Climate and nature are urgent, motivating issues, so we attract great volunteers. We want to fulfil our potential by making sure we get the best out of our fantastic people and all the future ones we attract by keeping them happy and active. So we need volunteers to manage the volunteering – confused? Don't be! Hopefully this document will make it all clear.

What will you be doing?

EcoCounts is a group of volunteers working together to embody EcoCore's approach to the climate crisis. EcoCore covers a lot of ground because the climate and biodiversity crisis is so challenging and we are so ambitious, which means we have a lot of varied volunteer tasks, ranging from carbon footprint data collection, developing an app, fundraising, writing articles, doing social media to running workshops.

To begin with, while we build our full team of facilitators, everybody will have to do everything. However once there are several of us then we can start to focus on the pieces we do well. All of the different sub-roles below can be taken on by individuals, or they can be shared between us all.

Sub-roles

1. Recruitment Lead

Focus: Bring in volunteers for new projects or expanding existing projects. This person is the magnet of the team.

Time Commitment: 2–4 hours/week (8–16 hours/month)

Tasks:

- Develop and post volunteer opportunities with our various projects on volunteer hubs or in the community
- Promote roles via social media, newsletters, or local organisations.
- Respond to volunteer enquiries and provide clear information about roles.
- Attend community events or fairs to represent the EcoCounts.

Skills Required:

- Excellent communication and networking skills.
- Comfortable engaging with diverse communities.
- Social media copywriting

Training Provided: Induction on volunteer programme and key messaging

Benefits and Learning: Experience in outreach, networking, and communications; opportunity to shape the volunteer base

Flexibility and Location: both online and in person; attending events

Liaises with: individual project managers, onboarding and training leads, social media account managers

2. Onboarding & Training Lead

Focus: Helping new volunteers feel confident and integrated. This is our welcomer and mentor.

Time Commitment: 2–3 hours/week (8–12 hours/month)

Tasks:

- Add new volunteers to volunteer register
- Run induction sessions for new volunteers
- Develop guidance materials (handbooks, videos, checklists)
- Pair new volunteers with experienced “buddy” volunteers
- Gather feedback and improve onboarding processes.

Skills Required:

- Empathetic, patient, and approachable
- Strong teaching, presentation, or mentoring skills
- Open to feedback

Training Provided: Volunteer programme overview and mentoring guidance

Benefits and Learning: Experience in training, mentoring, and volunteer integration

Flexibility and Location: Mostly on-site for induction; guidance materials may be developed remotely

Liaises with: recruitment lead, new volunteers, project managers

3. Volunteer Welfare & Engagement

Focus: Retention, wellbeing, and morale. They are the heartbeat of the team.

Time Commitment: 2–4 hours/week (8–16 hours/month)

Tasks:

- Regular check-ins with volunteers
- Recognise achievements and celebrate milestones
- Address minor conflicts or issues as they arise
- Organise social events: coffee mornings, pub nights, visit Green Drinks, PPP etc.
- Build up social network

Skills Required:

- Emotionally intelligent and approachable.
- Strong listening and problem-solving skills.
- Enthusiastic about team morale and community-building.

Training Provided: Guidance on volunteer support, safeguarding, and wellbeing

Benefits and Learning: Experience in people management, conflict resolution, and community engagement

Flexibility and Location: Remote check-ins possible; events and in-person support may be required

Liaises with: volunteers,

4. Coordination & Scheduling Manager

Focus: Day-to-day logistics, keeping records. This person is the conductor – making sure all sections of the orchestra are in sync.

Time Commitment: 3–5 hours/week (12–20 hours/month)

Tasks:

- Keeping track of people's availability and matching with hours needed
- Track engagement metrics of volunteers (hours, retention, demographics)
- Gather commitment of time in advance
- Communicating commitments, reminders and updates
- Maintain people's records and schedules and entries in planning docs

Skills Required:

- Highly organised, detail-oriented, and reliable
- Comfortable handling multiple moving parts simultaneously.

Training Provided: Intro to scheduling tools and volunteer management systems

Benefits and Learning: Experience in logistics, process-driven organisation, and operational planning

Flexibility and Location: Mainly remote/desk-based, occasional on-site coordination

Liaise with: project managers, volunteers

5. Data & Impact Tracking Person

Focus: Measuring outcomes, producing insights. This is the navigator – ensuring decisions are guided by evidence, not guesswork.

Time Commitment: 1–2 hours/week (4–8 hours/month)

Tasks:

- Ensure volunteers maintain data and metrics for their projects
- Produce simple reports or visual summaries
- Provide data insights to inform decisions and programme improvements
- Pass on findings to the strategy lead or director or trustee

Skills Required:

- Widely knowledgeable or experienced with fundraising and campaigns
- Comfortable with spreadsheets, databases, or online tools
- Analytical mindset and ability to communicate insights clearly

Training Provided: Intro to databases and reporting tools

Benefits and Learning: Experience in data management, impact reporting, and performance analysis

Flexibility and Location: Can mostly be done remotely, some in person presence required

Liaises with: trustees, directors and project managers, strategy & partnerships lead

Example: a project starts, e.g. fundraising, with a social media component where the volunteers keep metrics on social media followers, number of posts, numbers of likes: the facilitator makes sure the volunteer is recording things, compares results with targets, investigates short-comings or success, suggests tactical changes or starts discussions about higher level implications and potential

Goals

1. Our 2025 target is 50 people doing their 2024 carbon footprints
2. Our initial 2026 goal is to start doing carbon footprints in Jan 2026 as part of a New Years Resolution drive
3. Our 2026 target is to get more engaged with the group, replacing drop-outs by identifying participants more likely to be engaged, focused on Monday evening talks, presentations and workshops for participants and volunteers
4. We're planning a crowdfunder in February
5. We plan to put together a mobile app in 2026 to allow individuals to record their carbon footprint independently
6. We are currently implementing this volunteer facilitator plan to launch several volunteer-led projects with multiple volunteers

What are we looking for?

1. You should be a people-person with experience of managing people. You should be happy to put in the time and effort communicating with the volunteers both all-together and individually in a way that gets the best results from them.
2. Personal change is only one of the five ways that we can change society - we don't focus on personal change alone, we want to change our community, our local businesses and our local government.
3. You should check out our manifesto to make sure you agree with the ways we advocate for the way forward in the climate crisis – are you happy what we suggest is one of the best approaches? https://ecocore.org/ecocore-manifesto_compressed/

What difference will you make?

Society has got itself into a dangerous situation with the climate crisis and EcoCounts aims to create a way out. We need all sorts of different people, not just climate nerds and sustainability fanatics, although of course that doesn't hurt. The person we need right now is someone who knows what people need to keep them happy and effective as a volunteer for us.

Being a volunteer-based organisation makes the volunteering facilitators the most important people we have. Of course we all consider each other equal. Being small and dynamic means EcoCounts can offer the flexibility for you to do an excellent and fulfilling job in the best way you can.

Rewards

Once you have found your feet, we can offer references, recommendations or certifications on any of the public platforms that we use, like LinkedIn and Reach Volunteer. We are also

building a social network and plans for regular events, so we hope you will also find our group socially rewarding.

Duration

1 year

Commitment

2 to 4 hours per week. You should be able to commit at least 2 hours a week on average. If you are only available for less time than that but you feel you could job share effectively, that may be possible too. On the one hand, the role offers great flexibility, and on the other hand, this is a team operation so you will naturally feel a commitment to your team mates. Sharing a workload successfully relies heavily on great communication.

Location

This depends on where our current meet-ups take place. You are preferably resident in our area of North London: Camden, Islington, Haringey, Hackney, Westminster and the City. We are very keen on everyone being local, coming to in-person meetings and leveraging their local knowledge and connections, to keep group dynamics strong and foster motivation and commitment.

Before you apply

We would love you to get stuck into the nitty-gritty of the role straight away and to start learning about us. We are flexible and we'll take your feedback seriously, to ensure the best chances for progress and success. If you have any issues, please contact our trustee [Alexandra Wilson](#)

How to apply

Please send your CV, profile, linkedin profile or covering letter to admin@ecocounts.community

What happens next

We'll get back to you to arrange a meeting or video call with one of us. Our Monday evening meet-ups are especially good for jumping in at the deep end.