Samaritans World Suicide Prevention Day Campaign Group - Lived Experience Advisor

Work with us to develop our campaign plan and activities for World Suicide Prevention Day (WSPD).

We are looking for individuals with lived experience of suicidality or self-harm to work as part of a team alongside Samaritans staff colleagues to develop our plans and activity for WSPD 2027 and 2028.

Principles - At Samaritans we aim to embed lived experience in all of our work. We view lived experience involvement as an essential part of delivering effective work, not a nice-to-have. It makes our services and work more relevant, accessible and effective.

Purpose - Since 2022 we have had a strategic principle to ensure that lived experience is at the heart of the way we work and behave. We are committed to ensuring that the voice of people with suicidal feelings, suicide attempts, self-harm and/or bereavement by suicide is central to and shapes all our services, products, campaigns and activities.

World Suicide Prevention Day on 10 September is an important campaigning and awareness-raising opportunity for Samaritans. We want to ensure that Samaritans' activity on and around this day is influenced and shaped by people with lived experience, helping us achieve our aim of contributing to long-term change by removing barriers to people seeking help and challenging perspectives, behaviours and structures that prevent help-seeking or contribute to suicide risk.

Presence - Involving a diverse range of people with lived experience, Samaritans staff and volunteers is really important to us, we are looking to recruit people with differing experiences and are particularly keen to work with people less likely to be heard in suicide prevention work. Eg, People from Black, African & mixed race backgrounds, people identifying as LGBTQI+, people with disabilities, neurodivergent people etc.

Process – You will work with our Communications Marketing Manager and other staff representatives on our WSPD project team to help inform, shape and drive our plans for World Suicide Prevention Day 2027 and 2028. This will involve discussing, developing and agreeing the objectives and key audiences for the campaign, drafting its key messaging and choosing a creative approach for different channels such as social media, website and press. We will regularly seek feedback from you to ensure you are satisfied with the project, feel valued, and can contribute effectively.

Impact – Your work will help make sure our activity and approach on World Suicide Prevention Day truly reflects the experiences of people affected by suicidal feelings, suicide attempts, self-harm, or bereavement by suicide.

4Pi is a lived experience framework developed by NSUN, this role description has been written based on the included guidance - https://www.nsun.org.uk/projects/4pi-involvement-standards/

Role description (freelance)

As a Lived Experience Advisor, you will work collaboratively with other Lived Experience Advisors and staff to plan and co-design a campaign for World Suicide Prevention Day, which will run in 2027 and 2028 on and around 10 September. This will involve discussing, developing and agreeing the objectives and key audiences for the campaign, drafting its key messaging and choosing a creative approach. You'll have a chance to come up with ideas for content for different channels and will feed back on copy, assets and resources developed by the staff team.

Essential skills & experience

1. Lived experience of suicidal feelings, suicide attempts, self-harm and/or bereavement by suicide
2. Passion and excitement for one or more of the following:
   - raising awareness and reducing stigma around suicidal thoughts
   - engaging and inspiring audiences to support suicide prevention
   - ensuring the voices of people with lived experience are heard
3. Ability to work collaboratively in a group with other people with lived experience and staff, in an inclusive and respectful manner
4. Strong written and verbal communication skills in English

Desirable skills & experience

1. Prior experience of supporting awareness-raising activity or campaigns, including using your lived experience to do so
2. Interest in particular communications channels, such as social media, website or press
3. Good time management and organisational skills – keeping to task and tracking progress against milestones

In the application, you'll be asked two main questions about your skills and interest in this role:

- Why are you interested in this role? Please tell us a bit about why you are interested in becoming a member of Samaritans' lived experience working group for World Suicide Prevention Day. *(max 1,000 characters allowed for this question)*
- Please outline how you meet the criteria outlined in the role description (see Essential and Desirable Skills and Experience). *(max 4,000 characters allowed for this question)*

Time commitment: Up to 30 half days between January 2027 and December 2028, with meetings usually held online once a month in the evenings.

Tasks can be completed flexibly; meetings will be arranged at mutually agreed times, most likely one evening every other week. You will be required to log time spent on the project and invoice in multiples of half or full days. You will be contracted as a freelance consultant and, if not already, will need to register as self-employed with HMRC.

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Payment: £75 per half day (NB: Half day = 3.5 hr)

Travel expenses: We currently envisage this project taking place online however if travel is required this will be by mutual agreement and reasonable expenses will be reimbursed and/or tickets purchased in advance on your behalf.

Support & training: Ongoing support to fulfil the role will be provided by Sara Andersson, Communications Marketing Manager, and you will have the opportunity to discuss your support needs 1:1 at any point. You will have the option to access a suite of online training once confirmed in role; completion is not mandatory and you will not receive payment for time spent however course content may help you feel more confident. Should essential training be identified payment for your time will be made.

How to apply

To apply please read the Preparedness Document shared with this role description and complete an online application at this link: Application for Samaritans' World Suicide Prevention Day Lived Experience Group Member – Fill in form

If you have any questions or would like to discuss the opportunity, please contact Sara at marketing@samaritans.org

Key dates

- **Deadline for applications:** Sunday 15 November at 5pm
- **Shortlisting**: 16-25 November
- **Interview invitations sent out to shortlisted applicants**: 25-27 November
- **Interviews:** 30 November-11 December
- **Notification of outcome:** By Friday 18 December
- **Kick off/Planning/induction meeting:** w/c 11 January (there will be an opportunity to have an individual welcome call beforehand)

Please note: People who have been barred from using our services are not eligible to apply. Your name, e-mail address and phone number will be checked to ensure you have not had access to our services withdrawn for misuse.

To be eligible for this role, you must be 18 years or older and live in the UK or Ireland.