

Groundwork London

Volunteer Role Description

Job Title: Volunteer Content Creator
Responsible to: Youth Participation Coordinator
Responsible for: N/A
Location: Morley Street and The Nest



ROLE BACKGROUND:

We are searching for Volunteer Content Creators as part of Groundwork's effort to expand projects focused on the well-being of young people. These individuals will play a role in crafting compelling and impactful content that connects with our audience in alignment with the comms department of Groundwork London and to support the strategy defined by the assigned comms officer. We are seeking someone with a passion for storytelling and creativity to contribute to sharing information about Youth Mental Health programs. Groundwork aims to integrate the voices of young people into our service delivery, emphasizing our commitment to involving them in shaping Youth Mental Health initiatives. You will be provided with training and support during your time with us.

MAIN OBJECTIVES:

- **Compelling Storytelling:** To support with creating engaging stories that express our organization's mission and highlight the positive impact of our work.
- **Visual Creativity:** To support with developing visually appealing content, including graphics, images, and videos, to make our stories captivating and draw the audience's attention.
- **Collaboration and Distribution:** To support with working collaboratively to maintain a consistent message and brand image. Generate diverse content for various platforms, such as social media, blogs, newsletters, enhance our visibility and engagement.

KEY TASKS & RESPONSIBILITIES:

- **Content Creation:** To support with developing engaging content across multiple formats, including articles, social media posts, videos, and more, to actively promote Youth Mental Health initiatives.
- **Content Development:** Collaborate closely with the Youth Participation Coordinator and stakeholders to ensure content accurately reflects the perspectives and experiences of young people in mental health programs. Create content that resonates with the target audience.

- **Management and Updates:** To support with managing and updating content on various platforms, such as the organization's website and social media channels. Ensure content remains relevant, informative, and aligned with the goals of Youth Mental Health initiatives, contributing to increased visibility and engagement.

OTHER RESPONSIBILITIES

- Work with due regard for Groundwork's core values and objectives
- Ensure the effective implementation of and adherence to, the Trust's Diversity, Equal Opportunities and Health and Safety policies and procedures

PERSONAL AND PROFESSIONAL DEVELOPMENT

- Share best practice and achievements, and actively seek opportunities to present outcomes and case studies.
- Contribute to the learning of others across the organisation by sharing knowledge and skills both informally and formally by participating in the trust's training and development programme.

[Jan 2024]