

## Volunteer Role Description

**Job Title:** Volunteer Marketing and Comms Consultant

**Responsible to:** Youth Participation Coordinator

**Responsible for:** N/A

**Location:** Morley Street and The Nest

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### ROLE BACKGROUND:

We are searching for Volunteer Marketing and Comms Consultants as part of Groundwork's effort to expand projects focused on the well-being of young people. In this role, you will play a part in elevating our brand visibility and promoting initiatives that resonate 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 looking for individuals with a knack for storytelling and creative communication to contribute to promoting Youth Mental Health programs through impactful marketing and communication strategies.

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:

- **Boosting Brand Visibility:** To support with increasing the organization's recognition by implementing effective marketing strategies.
- **Engaging the Audience:** To support with enhancing interaction with the audience through compelling communication materials to strengthen the connection between the organization and its target audience.
- **Promoting Initiatives:** To support with actively promoting the organization's events and campaigns to generate awareness and support for its mission and goals.

### KEY TASKS & RESPONSIBILITIES:

- **Creating Content:** To support with developing engaging content for various marketing materials such as social media posts, newsletters, and promotional materials to spread the organization's messages.
- **Media Relations:** To support with sharing our organization's news and finding opportunities to get featured in the media for wider reach.
- **Data Analysis and Reporting:** To support with monitoring and analyzing the performance of marketing and communication efforts, providing insights and recommendations for improvement. Generate regular reports on key performance indicators and campaign effectiveness.

## **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]**

