Job Title:	Digital Marketing and Communications Volunteer
Reports To:	Designated Supporting Colleague

Compass

Services to improve health and wellbeing

Service Overview:

Compass is a national charity working to improve the health and wellbeing of children, young people, families and communities.

We deliver a wide range of services across mental health and emotional wellbeing, school nursing, oral health, sexual health, substance use, health promotion and early intervention, including Mental Health Support Teams (MHSTs) working within education settings.

Our teams work in schools, community and healthcare settings, providing education, advice and direct support to help people better understand and manage their health and wellbeing. We work closely with families, education professionals, health and social care colleagues and other partner organisations to identify local needs and make support accessible to those who need it.

At the heart of our work is a commitment to prevention and early intervention, reducing health inequalities and improving outcomes for the communities we serve. We want children, young people and families to have the knowledge, confidence and support they need to lead healthier, happier lives.

Job Purpose:

The Digital Marketing and Communications Volunteer supports Compass operational services in communicating with key audiences through digital platforms, promoting awareness of services and improving access to support for children, young people and families.

The volunteer will work alongside Compass colleagues to develop digital communications, create social media content, maintain service information on the Compass website and design promotional materials and resources. The role will also contribute to internal and external communications and the evaluation of social media activity.

Working under the guidance of Compass colleagues and within agreed approval processes, the volunteer will ensure that all content reflects Compass' values and complies with organisational policies, safeguarding protocols and confidentiality requirements.

The role provides opportunities to develop practical experience in digital marketing and communications whilst contributing to Compass' charitable purpose and supporting the communities we serve.

Key Duties and Responsibilities:

1. Operational

1.1 Support Compass colleagues in developing organisation wide social media content that promotes services and improves awareness of how children, young people and families can access support.

1.2 Develop content for individual services under the guidance of Compass colleagues, ensuring communications reflect service needs and organisational values.

1.3 Support Compass colleagues with posting and scheduling content across social media platforms in accordance with agreed approval processes.

1.4 Use WordPress to manage and maintain service pages on the Compass website.

1.5 Produce news stories for the external Compass website and internal staff intranet.

1.6 Evaluate social media analytics to support an understanding of the effectiveness of digital marketing and communications activity.

1.7 Participate in regular reviews of proposed social media content with Compass colleagues to ensure alignment with organisational values, policies and safeguarding protocols.

1.8 Contribute to Compass' operational Digital Communications and Marketing Steering Group.

1.9 Ensure all digital communications and social media activity are undertaken in accordance with Compass' Social Media Policy, safeguarding protocols and agreed content approval processes.

1.10 Ensure that identifiable information or images of children and young people are not captured or used within digital and social media content.

1.11 Ensure that communications are not presented as official statements on behalf of Compass unless expressly authorised to do so.

2. Developing and Maintaining Relationships

2.1 Work collaboratively with existing Digital Communications and Marketing Officers across Compass operational services to share learning, knowledge and experience.

2.2 Develop and maintain positive working relationships with Compass colleagues to support digital marketing and communications activity.

2.3 Maintain regular communication with the designated link team and supporting colleague, seeking guidance and support where required.

3. Managing Resources

3.1 Design promotional materials and resources to support the communication and promotion of Compass services.

4. Managing Self

4.1 Take responsibility for your own and others' health and safety in the working environment.

4.2 Promotes equal opportunity and diversity within Compass.

4.3 Ensure that confidentiality is upheld at all times in line with Compass policy.

4.4 Ensure safeguarding responsibilities are delivered in line with role and competency level.

4.5 Works in accordance with Caldicott principles and Data Protection principles and adheres to all relevant Compass policies, procedures and guidelines.

4.6 To act as a role model in applying good infection control prevention and control policy and practice within Compass.

5. Flexible Approach

5.1 To support other activities within the scope of the volunteer role, as agreed between the volunteer and their supervisor. Volunteers may choose to support occasional evening or weekend activities if they are available.

Financial Responsibilities: None

People Responsibilities: None

Qualifications, Experience and Knowledge:

ESSENTIAL

Qualifications

- A relevant qualification in communications or marketing, or equivalent experience or knowledge.

Experience

- Relevant experience in communications or marketing, where a relevant qualification or knowledge is not held. This may include experience of using WordPress or scheduling content on social media platforms.

Knowledge

- Relevant knowledge of communications or marketing, where a relevant qualification or experience is not held.
- An understanding of privacy and confidentiality.

Personal

- Ability to maintain confidentiality.
- Good attention to detail.
- Reliable and punctual.
- Trustworthy.
- Good communication skills.
- Ability to communicate and interact effectively with colleagues.

Key Competencies/Personal Attributes:

The post holder must demonstrate strengths in the following competency areas:

- **Team Player –** able to work as part of a team, co-operate to work together and in conjunction with others and willing to help and assist whenever possible and appropriate.
- **Interpersonal skills –** able to develop, establish and maintain positive relationships with others both internal and external to the organisation.
- **Strategic Thinking –** able to identify and manage risk.
- **Confidence and Presentation Skills–** able to deliver messages in a confident manner, with excellent presentation skills and group work skills.

- **Communication skills –** excellent communication skills (both written and verbal) and ability to adjust communication style and content to the audience.
- **Resilience and Workload Management –** able to work under pressure, dealing with peaks and troughs in workload and see tasks through to completion when under pressure.
- **Flexible & Adaptable –** positive attitude to dealing with change; flexible and adaptable, and open to exploring new ideas.
- **Self-awareness –** ability to empathise with others, maturity to admit and rectify mistakes and strong degree of personal integrity to adhere to acceptable standards of behaviour.
- **Motivated –** highly motivated and reliable and organised to plan and meet deadlines and manage time effectively.

Compass Values:

The post holder must demonstrate exemplary behaviour in all Compass values, personifying the values and inspiring all colleagues to do the same:

We are Solution Focused
We believe in the art of the possible
We believe in being courageous and collaborative

We Act with Integrity
We believe our actions speak louder than words
We believe in asking for and offering help

We are Consistent & Reliable
We believe tenacity leads to success
We believe that no effort goes to waste

We Value Each Other
We believe in treating others as we expect to be treated
We believe everyone has something to contribute regardless of role

Safeguarding:

The post holder must demonstrate and share our commitment to Safeguarding:

- Work proactively to safeguard and promote the welfare of children, young people and vulnerable adults.

Equality, Diversity & Inclusion:
The post holder must demonstrate and share our commitment to EDI: • Actively support a safe, inclusive team culture where colleagues and service users of all backgrounds feel respected and empowered.

Compass is committed to promoting the welfare of all those we serve, as well as complying with best practice in the application of safeguarding and we expect all staff and volunteers to share our commitment. As part of our safer recruitment process, an enhanced DBS check will be undertaken before appointment as part of our pre-employment checking process and will be rechecked as and when determined by Compass. For further information about what is required in this process please go to www.gov.uk/disclosure-barring-service-check.

Compass is also committed to equal opportunities and expects all those employed or who volunteer to share our commitment.