**Volunteer Brief**

**Communications Assistant**

**About the organisation**

One-Eighty, established over a decade ago, has a significant track-record supporting young people aged 4-18, and their families, with their mental health and education needs. We achieve this through tailored therapeutic and psychology-based interventions and preventative early help projects.

Over the last academic year, we have directly impacted the lives of nearly 1800 young people and their families. Working across Buckinghamshire and Oxfordshire, we support young people in the following ways:

* intensive one-to-one interventions for those with the most complex needs which usually prevent them from attending school;
* preventative mental health/ early help projects to teach strategies to support mental health needs;
* training and therapeutic supervision for professionals to enable them to support young people with their mental health and education challenges;
* working with individual schools to create a whole-school approach to supporting young people’s mental health (Schools Partnership Model). Positively impacting staff retention, attendance figures, community engagement and Ofsted ratings. Ultimately improving whole school outcomes.

**About the role**

The role of Communications Assistant sits within the Development Team. Working to a Communications Plan, you will be researching, developing and creating content for all our Communications platforms – this could be social media, news pages on our website, print and email communications. We currently use Canva for our graphic design – this is very user friendly, and templates have been created for all social media platforms. Training can be given or depending on your experience, you would be able to use alternative graphic design packages such as Adobe or Indesign.

**Task and responsibilities**

1. Review the overall Communications Plan to understand the content that is required.
2. Review current social media templates and news pages to understand those that have been created and the type of content we will need
3. You will need to communicate with the team in advance of specific awareness weeks, for example Anti-Bullying week, to ask for content and ideas
4. Putting content together (using pre-agreed templates) and schedule the posts each week
5. Depending on experience, you can also create blogs for the website news pages
6. Periodically, additional content will be required to highlight our impact to donors using existing templates.

**Skills and qualities needed**

* This person needs to be very organised, methodical and systematic in their thinking
* Strong attention to detail is essential as you will be creating content for our social media (Twitter, Facebook, LinkedIn and Instagram)
* Experience of posting content online is preferable to maximise the different communication methods e.g. reels/ posts
* An understanding of social media analytics would be desirable but is not essential
* Experience of graphic design, social media marketing or communications is desirable but not essential

**When and where**

* Initial Handover – a volunteer should be able to attend a small number of half-day meetings at our office (our address is listed on the front page of this document)
  + Timings between 10-4pm – parking will be provided
  + Approximately 1-2 meetings will be required
  + The exact number of meetings can be decided at the handover stage and will depend on the volunteer’s experience
* After the handover:
  + This role can be undertaken remotely as our graphic design software (Canva) is an online system
  + 1-2 days a week of volunteer hours is required
  + There is flexibility across Monday-Thursday, 10-4pm as to when these hours are completed
  + There may be a requirement to attend an online meeting via Teams (a meeting link will be provided) to go through specific tasks and contribute to the development of fundraising activities.

**Support offered**

* You will be partnered with a member of the Development team who will be able to support with questions/ queries.
* Canva also has its own help function.

**Benefits**

* You will be part of a small, friendly Development team and will play a vital role in supporting us to raise much needed funds
* You will have the opportunity to develop skills in fundraising, communications, donor care and database management
* We organise a regular staff team training slot at the office on a Monday (2-3pm). Some training slots may be of wider interest to volunteers, and they would be welcome to attend should they wish.

**Expenses**

* We encourage all our volunteers to claim expenses as we do not want you to be out of pocket for giving your time. We also want to make sure that volunteering with us is accessible to everyone regardless of their personal circumstances.
* We will reimburse the travel costs of volunteers and our Volunteer Expenses Policy sets out how we will do so. It is written to ensure that neither we nor our volunteers face any legal, tax or benefits problems.

**Any other information**

* + You will need access to your own laptop/ desktop computer
  + One-Eighty will provide a confidential login to Office 365 and relevant email addresses.