

Volunteer Role Description

Volunteer Role:	Marketing, Communications & Media (MCM) Volunteer
Hours:	A minimum of 2 hours per week
Supported by:	Business Support Team
Location:	Flexible – ideally based at the Visyon base in Congleton but can be home based

Visyon Purpose

Visyon is a long-established mental health charity that supports the emotional health and well-being of children, young people and their families across Cheshire East.

Visyon's purpose is to prevent mental health from negatively impacting on the lives of the young people in our communities by:

- Preventing young people's mental health problems from escalating
- Supporting young people from an early stage on their journey towards leading fulfilling lives and reaching their chosen potential
- Building resilience and understanding in our young people and their communities
- Ensuring there is safe space for children and young people to be heard and to access tools and strategies to aid understanding of their own mental health and wellbeing
- Reducing the stigma of mental health and enabling change through education, prevention and early intervention – to work towards a community that is itself a safe space
- Engaging with relevant stakeholders to put the young persons lived experience at the centre of all service provision and policy decisions.

Visyon Values

Visyon is **Welcoming**, we build meaningful **Relationships**, we value the **Lived Voice** and we act with **Integrity**.

Purpose of the Role

The MCM Volunteer supports Visyon to raise our profile, share key message, engage supporters, and communicate impact across the community and beyond. This role links directly with Visyon's Team Leaders 'MarComms' group and contributes to the development of clear, accessible and inspiring communications reaching young people, families, community partners and supporters.

The MCM Volunteer will:

- Keep digital channels updated, relevant and impactful
- Reach appropriate audiences with meaningful, values-aligned content
- Strengthen supporter engagement and community understanding of Visyon
- Tell Visyon's story through consistent visual and written communication
- Promote fundraising and awareness opportunities across the region

Key Responsibilities

The MCM Volunteer provides supportive and creative communication and marketing assistance. This may include:

- Regularly updating and developing Visyon’s social media channels to ensure posts are relevant, accessible, audience-appropriate and aligned with the Visyon brand, tone and visual identity
- Helping to maintain and develop content on Visyon’s website (news stories, events, supporter pages, key updates)
- Creating a regular supporter newsletter with input from staff teams
- Supporting the MarComms group in planning themes, campaigns or messaging across the year
- Preparing draft content, visuals or short stories for social media, newsletters or web updates
- Gathering copy, quotes or photos from teams, supporters or events (within safeguarding and consent guidelines)
- Helping to ensure that all digital content reflects Visyon’s values and maintains confidentiality and safeguarding standards
- Supporting wider events or community activities where marketing or communications support is helpful
- Helping to maintain accurate records of Visyon’s marketing and communications activity and measure impact.

Most tasks can be carried out from the Visyon office to support collaboration and access to digital systems, work cohesively with the Visyon team and facilitate attendance at the MarComms group meetings with flexibility around some remote working where appropriate.

Time Commitment

Visyon asks that volunteers commit a minimum of 2 hours per week, or half a day per fortnight, depending on service needs and volunteer availability. Ideally these hours will be on regular days when the Business Support Team are in the office to support smooth communication and collaboration. However, this is a flexible volunteer role and Visyon will work with the MCM Volunteer to find a pattern that suits both availability and Visyon’s operational needs.

Person Specification

The MCM does not need previous marketing experience – guidance and support will be provided. Visyon welcomes volunteers who are:

- Creative, enthusiastic and confident communicating in a friendly, accessible way
- Organised and able to manage small tasks or content pieces independently
- Comfortable using email, digital tools and design or editing platforms
- Able to reflect Visyon’s values through written and visual communication
- Able to uphold Visyon’s safeguarding, confidentiality and data-protection expectations
- Able to maintain accurate records in line with charity procedures

We welcome volunteers from all backgrounds and with all levels of experience.

Desirable Experience

- Experience in marketing, communications, media, journalism or digital content creation
- Social media platforms and/or simple design tools (e.g. Canva)
- Audience-specific content, language and messaging
- Photography, videography and editing
- Familiarity with Cheshire communities

What You’ll Gain

- Experience in marketing, communications and digital media within a charity setting
- Skills in content creation, storytelling and community engagement
- Confidence in using social media and online communication tools
- Insight into charity messaging, audience needs and ethical communication
- The chance to make a meaningful impact on young people’s mental health and emotional wellbeing
- Being part of a warm, supportive team and representing a valued local charity in the community.

Visyon is committed to safeguarding and promoting the welfare of children and young people. Volunteers are supported with clear guidance and training to ensure safe working practices.