

Content Creator (Digital & Media)

Reports To: Executive Director of Public Engagement & Advancement (EDPEA)

Commitment: Flexible/Project-based assignments

Location: Remote

Status: Volunteer (Uncompensated)

Mission & Role Summary

The Content Creator Volunteer supports the mission by translating the complex, humanitarian work of Compass IGG & Advocacy into compelling, accessible, and brand-compliant media. This role is crucial for amplifying the organization's voice across digital platforms, aiding the EDPEA in efforts related to public education, advocacy campaigns, and advancement (fundraising).

Key Areas of Responsibility

Digital Content Production

- **Visual Content:** Create original graphics, infographics, and short-form video content optimized for various social media platforms (e.g., Instagram, X, Facebook, LinkedIn).
- **Written Content:** Draft engaging text for social media posts, blog snippets, and brief advocacy narratives, ensuring messaging is accurate, sensitive, and on-brand.
- **Asset Management:** Work with the EDPEA to source, organize, and utilize existing organizational assets (photos, logos, mission statement) for various creative projects.
- **Brand Adherence:** Ensure all content maintains a consistent tone, visual identity, and ethical standard, reflecting the gravity and professionalism of the organization's mission.

Communication Support

- Assist the EDPEA in creating content to promote key organizational events, fundraising campaigns, and case milestones).
- Adapt content to meet the specific requirements and audiences of different digital channels.
- Participate in regular creative briefings with the EDPEA to align content production with strategic goals for public engagement and advocacy.

Requirements & Vetting

- **Technical Proficiency:** Demonstrated experience and proficiency in digital content creation tools (e.g., Canva) and understanding of best practices for social media communication.
- **Security Mandate:** Must have access to a reliable, private internet connection and a personal computer that is password protected and not shared with others.
- **Vetting:** The offer to serve as Content Creator Volunteer is strictly dependent on the candidate successfully passing a background check.
- **Confidentiality:** Must adhere to strict confidentiality agreements regarding sensitive case information.

Qualifications & Desired Attributes

- Proven experience in creating digital media for non-profits, advocacy groups, or sensitive topics.
- Strong written communication skills with an ability to distill complex information into concise, impactful messages.
- Proficiency in basic video editing and graphic design is highly valued.
- Creativity, attention to detail, and a commitment to protecting the organization's reputation and mission integrity.