

Media Marketing Role

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At Crimestoppers, we believe that it is **people** who stop crime.



Each and every one of us can play a part. Together, we can be safer from crime. Our volunteers play a vital role for our charity.

Our volunteers connect people everywhere with the belief they can stop crime. Volunteers usually work as part of a local team, in a role that suits your skills and/ or experiences.

Role overview:

This role creates engaging, relevant content for the committee's local social media channels only.

Role purpose:

This role focuses on communicating Crimestoppers key messages and , and does not involve managing central social media Crimestoppers accounts.

Key responsibilities:

- Produce engaging social media content that reflects Crimestoppers' messaging.
- Reach diverse local audiences and help increase followers and engagement.
- Create and track a local social media plan aligned with committee goals.
- Ensure committee activities consider social media opportunities and offer online support.
- Act as the main local contact with the Crimestoppers Digital Manager.

Skills and qualities:

- Clear, accurate, and effective communicator, with strong writing skills
- Confident using marketing and digital channels (may include social media, websites, email)

Commitment:

Time commitment varies month to month and may include

- Local Committee meetings
- Occasional national meetings
- Planning activities

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Training and support:

You will receive comprehensive training, plus ongoing support and guidance from your local team, the Marketing / Communications Team, and Volunteer Management Team.

Benefits of volunteering:

Volunteering builds confidence and wellbeing while giving you a sense of purpose. It also helps you gain new skills and meaningful connections in your community. Some benefits include:

- Opportunity to make a strategic impact on community safety
- Be part of a supportive and committed volunteer network
- Opportunity to shape local priorities and initiatives
- Opportunity to be nominated for a hotel break with our charity partner Room to Reward
- Access to discount schemes, including Charity Worker discounts, with a valid ID.

How to apply:

Please complete the application form and a member of the Volunteer Management Team will be in contact with you.