

Media Marketing Role (Isle of Man)

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.

Crimestoppers Media and Marketing Volunteer

Crimestoppers is an independent charity that collaborates with the police, government, and voluntary organisations to raise awareness of crime and promote a service enabling anonymous crime reporting via telephone and online platforms. The Crimestoppers IOM Committee seeks a volunteer to join their efforts in safeguarding the Isle of Man community.

The position of Media and Marketing Volunteer is a newly established role for the Isle of Man. The objectives of this position are to help promote and develop Crimestoppers messages within the Island by utilising existing social media sites and by identifying and sourcing suitable Crimestoppers branded material via the UK central office.

Commitment Requirements:

This is a voluntary role. The Media and Marketing Volunteer will need to be able to commit approximately 6-8 hours per month and be available to attend IOM Committee meetings. Meetings of the Committee are typically held quarterly and last about an hour. The role will work closely with the Committee, the Chair, and the Community Ambassador Coordinator. The level of commitment required for this role can be discussed further with the Committee.

If you are interested in learning more about this new and exciting opportunity with our Committee, please contact us.

Role Purpose:

To promote, develop, and maintain the Crimestoppers IOM messages within the Island by utilising existing social media sites and identifying and sourcing suitable Crimestoppers branded material via the UK central office.

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Role:

- Produce content for use across relevant social media platforms.
- Ensure the regional web page on the Crimestoppers website is up to date, including writing content and updates about recent campaigns for central office staff to upload.
- Ensure communication reaches a wide range of local stakeholders and diverse audiences.
- Track the effectiveness of our social media work and recommend improvements.
- Source, via UK central office, suitable Crimestoppers branded material to support and promote campaigns in the IOM.
- Identify and develop, where needed, Crimestoppers materials specific to the needs of the IOM.
- Ensure all Committee activity considers the potential use of marketing, social media, and provide online support.
- Maintain contact with the UK Crimestoppers Digital Manager and serve as a primary contact between the committee.

Experience:

- Experience in using different types of marketing and communications media is desirable, including electronic and social media, websites, and email.
- Strong written skills with the ability to produce engaging stories and news.
- An effective communicator, articulate, and accurate.

Commitment:

- Subject to discussion, but approximately 6-8 hours per month, predominantly working from home.
- Able to attend committee meetings (approximately 4 annually) and other events of interest occasionally.
- Commit to the principles of the Crimestoppers Volunteer Charter.
- Sign a Volunteer Agreement and Non-Disclosure Agreement.

Support:

- Support is provided by the Committee and Chair.

