

Media Marketing Role

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 Purpose:

To promote, develop and maintain our online and offline presence in order to maximise our impact and to promote ourselves as widely as possible to the local community.

Quote from one of our Media Marketing Volunteers:

“My IT skills are put to the test quite often with promoting our message through social media as well as events planning and trying to make the process simpler and more time effective so events go off without a hitch and raising as much money as we can. I’ve certainly learnt a lot more about Twitter and Facebook than I did before. Also realised how tough it is as a charity trying to raise awareness and funds.”

Role:

- Produce relevant and interesting content for use across all social media platforms.
- To 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.
- Responsible for engaging and consistent online presence via Twitter to promote the activities and achievements of the local Committee.
- Ensure that communication reaches a wide range of local stakeholders and diverse audiences and increase the number of followers and online engagement.
- Create and maintain a social media plan and track the effectiveness of our social media work and recommend ways forward.

Media Marketing Role

- To ensure that all Committee activity considers the potential use of social media, and provide online support.
- To maintain contact with, and be a primary contact from the committee for the Crimestoppers Digital Manager.

Experience:

- Proficient in using different types of marketing and communications media, including electronic and social media (Facebook, Twitter and YouTube) websites and email.
- Possess strong written skills, and an ability to produce interesting and engaging stories and news stories.
- To be an effective communicator, articulate, and accurate in all work.

Commitment:

- 5-10 hours per month, predominantly working from home
- Regularly attend committee meetings and other events of interest on occasions
- Commit to the principles of the Crimestoppers Volunteer Charter.
- Sign a Volunteer Agreement and Non-Disclosure Agreement.

Support:

- Support from Committee Chair and Regional Manager.