CrimeStoppers.

APPLICATION PACK

DIGITAL MARKETING OFFICER

Speak up. Stay safe. Join us.

April 2026

What's Inside?

2 Welcome from Mark Hallas, CEO

3 Our Vision, Mission & Values

4 Staffing Structure

5 What we offer

6 About the role

7 Key Responsibilities

9 Person Specification

10 How to Apply

Welcome from the CEO

The information given to us anonymously, stops criminals in their tracks and ensures justice is served for victims and their families.

We're an independent charity that gives people the power to speak up and stop crime, 100% anonymously.

Crimestoppers provides a voice to the disenfranchised, reaching out to people who want to do the right thing but can't quite bring themselves to talk to the police directly, either out of circumstance or other factors.

Our charity status and guarantee of anonymity encourages people to report what they've seen, know or heard. It helps prevent crime with no repercussions on the individual at all. We are, and always have been, inclusive: we don't judge – we're here for everyone who needs us, anonymously.

The information we are given covers everything from murder and serious assaults, firearms, domestic abuse, modern slavery, to drugs including exploitation and gang violence, we even process time critical intelligence that helps save lives.

Crimestoppers started as a modest phone hotline, now it's a 24/7 service with a national UK Contact Centre staffed by specially trained, non-police staff.

Our promise is clear: **No police. No courts. No witness statements.**
Simply put, there's no comeback. We've always kept our promise of anonymity to the millions of people who have used our service.

If you want to help us reach more people in need, then you might be the person we are looking for.

Best wishes

Mark Hallas, Chief Executive, Crimestoppers Trust.

Our Vision

Everyone has the right to feel safe from crime, wherever they live.

Our Mission

We're an independent charity that gives you the power to speak up to stop crime, 100% anonymously.

Whoever you are, wherever you live, from communities to companies.

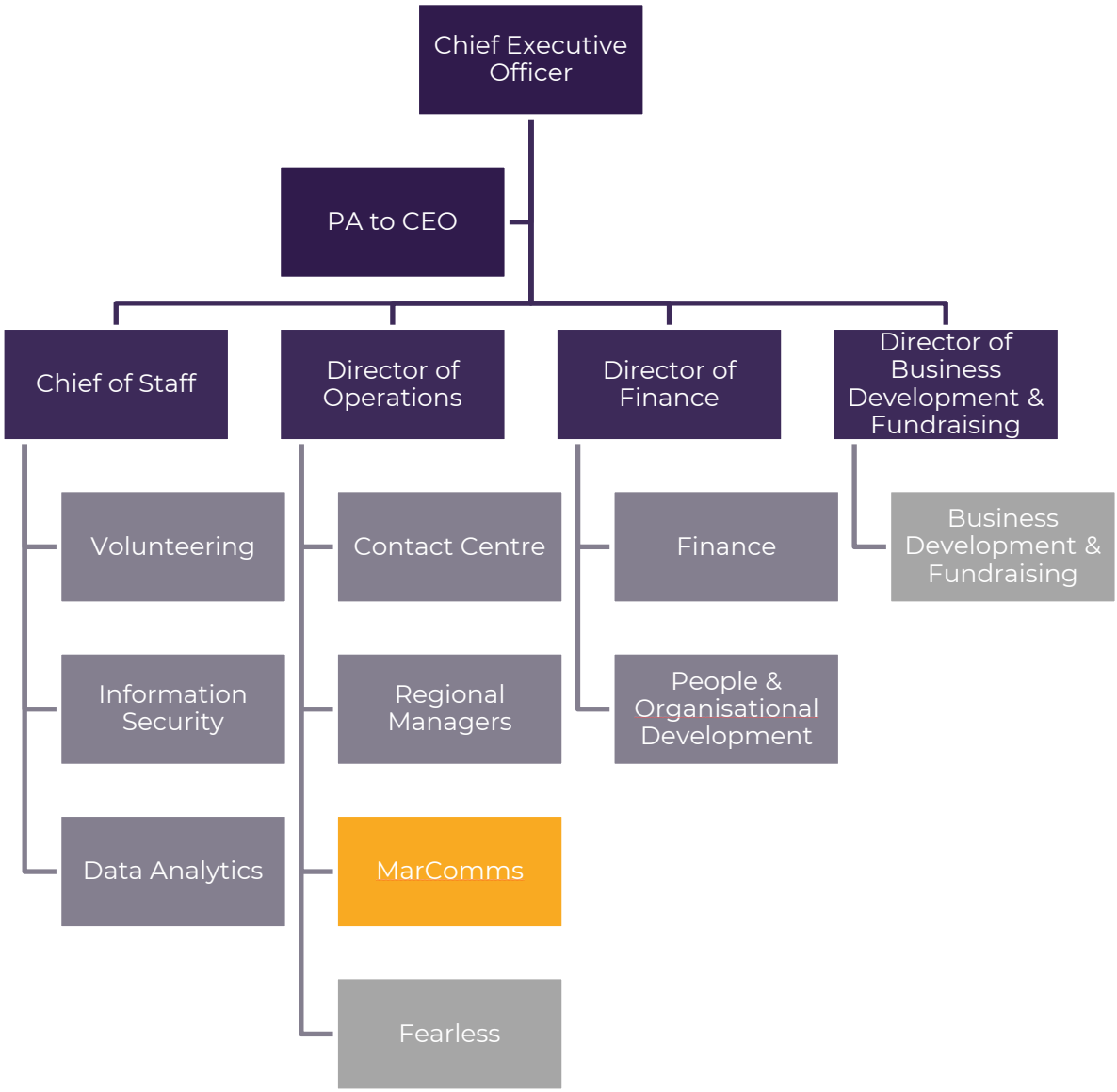
By phone and online, 24/7, 365 days a year.

We also share advice on how to protect the people you care about from crime, so everyone can feel safe.

Our Values

- We care
- We're inclusive
- We're determined
- We're trustworthy

Staffing Structure



What We Offer

Together we'll be helping to keep people safe, but what else do we offer our employees?

- 30 days annual leave + 8 bank holidays
- 3 days paid volunteering leave
- Access to benefits platform and Tickets for Good
- Employee Assistance Programme – Rise, by BHSF
- 4% pension contributions, with salary exchange option
- Life insurance worth x2 your salary
- Learning & development pathways and opportunities
- Service length rewards at 2, 5 10, 15 years and beyond
- Annual social events
- Cycle loan scheme and travel loan scheme
- Free car-parking
- Free annual flu vaccination and eye test

About the Role

Job Title: Digital Marketing Officer

Purpose:
The Digital Marketing Officer role provides support to Crimestoppers and Crimestoppers' youth service Fearless in creating impactful content and campaigns that empower people to speak up about crime.

You will film, create and schedule content, featuring in the content yourself across our social media platforms.

This is a fast-paced role within a national charity, where priorities can shift quickly and no two days feel the same. It's an exciting opportunity for a highly organised self-starter who's eager to grow their digital marketing skills, and for someone who thrives in a varied, creative role where they can make a real impact.

Reports to: Content Manager

Location: Head Office - Hybrid

Contract: Permanent

Salary: £27,818 per/annum

Hours: Full time – 37.5 hours/week

DBS required: Yes

Key Responsibilities

Typical role split:

- Content creation (graphics, artwork, assets) – approx. 40%
- General digital support and stakeholder liaison – approx. 30%
- Social media management and campaign delivery – approx. 30%

What you'll be doing day-to-day:

- Delivering informative, engaging content for Fearless and Crimestoppers.
- Planning, recording and editing video, social and audio content – also featuring in video content for social media channels.
- Supporting the Crimestoppers and Fearless teams to deliver national and regional campaign activities.
- Keeping up to date with both youth trends and the latest developments across digital media and new platforms.
- Using our Content Management System (CMS) to manage organisational contacts and marketing activities they are involved in.
- Youth Panel engagement – attending online meetings, facilitating the sharing of information and ideas to co-create Fearless content and campaigns.
- Updating the Crimestoppers/Fearless.org websites (when required) and supporting with monitoring and reporting using Google Analytics 4 (training and support provided).
- Monitoring and submitting expense reports from paid ad campaigns.

- Be a part of a Marcomms on-call rota providing out-of-hours support for 1 week every 8 weeks.

Required Experience

- Background or experience in digital marketing or communications.
- Excellent written and verbal communication skills, with the ability to engage confidently with colleagues, partners and agencies in person, by phone and via email.
- Ability to create engaging digital content, ideally including short-form video, for social media and/or websites.
- Experience using design and editing tools (such as Adobe Creative Suite, Canva).
- Ability to share information clearly and appropriately with a range of stakeholders.
- Strong organisational and time-management skills, with the initiative to manage your own workload.
- Comfortable working in a fast-paced environment and adapting quickly to changing priorities and deadlines.

How to Apply

How to apply

Please upload a up to date CV and a short covering letter, highlighting why you're interested via the platform you're applying from or visit our careers page via the QR code or here: https://crimestoppers.occupop-careers.com/

Closing date

11th May 2026, midday

Interviews

Provisionally set for w/c 18th May 2026. Successful applicants will be notified after the shortlist process.

More information

To have an informal conversation regarding the role or if you require further details, please email the People & Organisational Development team on **people@crimestoppers-uk.org**