



DIGITAL CONTENT AND COMMUNICATIONS OFFICER

SAT-7 UK

APPLICATION PACK



SAT-7 UK is looking to recruit a Digital Content and Communications Officer to inspire and influence the UK Church to show love, strengthen faith and bring joy to millions of people across the Middle East and North Africa.



Role: Digital Content and Communications Officer
Location: Based at our Chippenham office (flexible working considered)
Candidates should have the right to work in the UK.
Salary: £23,000 to £29,000 per annum pro rata
Contract term: 9-12 months
Hours: up to 37.5 hours / week (part time and flexible working considered)
Annual Leave: 25 days (pro rata)
Closing Date: 8 March 2024

SAT-7 UK VISION & MISSION:

SAT-7 UK is part of an international Christian media ministry, bringing life-changing joy to the people of the Middle East & North Africa through powerful, faith-filled television and digital media programmes.

BRINGING JOY Through powerful, faith-filled television programmes and digital media, we are bringing joy to millions of lives across the Middle East.

SHOWING LOVE Across four channels, reaching millions of viewers in 25 countries, broadcasting 365 days-a-year, we are showing God's love to the Middle East and North Africa (MENA).

STRENGTHENING FAITH Our Arabic, Turkish and Farsi programmes encourage and strengthen often-isolated Christians in their faith and provide a fresh perspective of faith for those asking questions about Jesus.

SAT-7 UK STRATEGY:

SAT-7 UK has grown a faithful supporter base across the UK over the last 25 years. However, we recognise the need to better establish who we are and what we do in the hearts and minds of UK Christians. In this next season **we are especially committed to raise our profile and deepen the support and active engagement we receive from existing and a new generation of supporters**, to increase the impact of our ministry across the MENA region *and* in the UK.

SAT-7 UK PEOPLE:

SAT-7 UK has a team of 20 staff (including full and part-time, office-based and home workers). The **Digital Content and Communications Officer** role is office based (if local to Wiltshire). The staff team meets together in the office every day with those online, for 15 minutes to read the Bible and to pray for the MENA region, SAT-7 staff and programmes, our supporters and for each other. We also have a network of volunteers, who represent SAT-7 in their churches and who give presentations to supporters and at local community and regional events.

SAT-7 FAMILY:

We are part of the wider SAT-7 international family and regularly connect online with our international office in Cyprus, our 'studio' offices in Beirut, Cairo, Istanbul, and London as well as other 'support' offices in Europe, the US, Canada, Hong Kong and Brazil.



EXTERNAL ENGAGEMENT DEPARTMENT:

The role sits within the Digital Communications Team; one of three teams within the External Engagement Department. Teams work closely together on shared activities and projects to deliver a coherent public message, maximising every potential opportunity to inspire engagement, influence and income. Other office staff include those focused on operations and finance, as well as a Development Team (office- and home-based) who engage with grant-making trusts, mid and major donors.

COMMUNICATIONS & RESOURCES

The Communications & Resources Team is responsible for overseeing the messaging and visual identity of SAT-7 UK's brand, plus researching, creating, and delivering a high level of quality written and designed content across a range of platforms. The team manages the majority of editorial, publication, material and resource-creation processes. This includes overseeing the development and regular distribution of themed communications, campaigns, press-releases and briefings to supporters, organisations, news and media outlets, key partners, political and church leaders.

DIGITAL COMMUNICATIONS

The Digital Communications Team is responsible for a range of key digital activities, including supporter acquisition, engagement, and fundraising. Core activities include the development, creation, and dissemination of digital communications (especially the re-purposing of core content and messaging created by other teams e.g. appeals or seasonal resources). Specific areas include management of the website, supporter emails, digital marketing, and online fundraising. The creation of new audio and video content, alongside the development and implementation of multi-media campaigns, will be a key area of growth over the course of the five-year strategy.

FUNDRAISING & ENGAGEMENT

The Fundraising & Engagement Team is responsible for deepening the income from and engagement with individuals, churches and volunteers. This includes overseeing the acquisition, welcome and care of supporters, engagement with churches through speaking engagements, resources and partner programmes, sending of direct mail appeals, the growth of *joy bringers* (regular giving), SAT-7 events (including supporter days), external conferences, and fundraising projects e.g. sponsored events. The newly formed Regional Engagement Coordinator roles are responsible for developing and deepening relationships and engagement with regional Christian denominational structures and networks, as well as Christian influencers: especially those in leadership in the church, mission and political sectors.

JOB DESCRIPTION: Digital Content and Communications Officer



The Digital Content and Communications Officer (DCCO) reports to the Digital Communications Manager and has responsibility for the SAT-7 UK website, digital marketing and social media.

KEY RESPONSIBILITIES

- **Website:** Developing and updating SAT-7's websites www.sat7uk.org and media.sat7uk.org as inspiring platforms to raise profile, income and engagement.
- **Emails:** Work with colleagues in the Communications Team and across the organisation to build, test and send responsive email templates for all SAT-7 UK's email requirements (meeting SAT-7's brand guidelines and conforming to industry standards). Use email marketing tool DotDigital to develop automated communications that strengthen supporter engagement and convert recipients into committed donors.
- **Content:** Deliver engaging and inspiring rich media content across a range of digital channels, including web, email, social media and other digital marketing platforms.
- **Social Media:** Work closely with other team members to deliver strong social media content and engagement across various platforms, chiefly Facebook, Instagram, X, YouTube, LinkedIn.
- **Marketing:** Support the digital marketing of SAT-7 resources and campaigns through social media advertising, external agencies and other channels as required, to engage more deeply with existing supporters and donors, acquire new supporters and to raise funds for SAT-7 UK.

GENERAL RESPONSIBILITIES

- In all communication ensure consistent messaging, branding and tone of voice for the intended audience and that content conforms to the security and style guides.
- Use Customer Relationship Management systems to ensure efficient and secure storage of information.
- Assist members of the team in responding appropriately to communications from supporters and other organisations.
- Liaise with SAT-7 staff from other offices to share ideas and resources.
- Assist the Digital Communications Manager and represent SAT-7 UK at conferences and events as required.
- At all times operate within relevant statutory requirements and guidelines, following best practice recommendations wherever possible. Specially ensure compliance with the Fundraising Regulator and General Data Protection Regulations.

Digital Communications Manager

Digital Content and Communications Officer

Communications and Resources Manager

Press & Communications Officer

Communications & Resources Officer



SPIRITUAL LEADERSHIP

- To set Christian standards in the working environment and to lead by example.
- To attend appropriate staff meetings to hear updates and share and coordinate activities and spend time in prayer and worship together.
- To lead or participate in spiritual sessions of prayer and biblical reflection within the Team.
- To be committed to SAT-7 UK's Missions, Values and Beliefs.
- To maintain own spiritual development and relationship with God e.g. through individual prayer and reflection days.

PERSON SPECIFICATION

Essential Skills and Abilities Required

- Relevant qualifications in Communications, Digital or Marketing
- Previous experience of two years in a similar position is required or previous experience in creating engaging and impactful digital media content
- Be able to understand and implement design and creative principles
- Experience working with Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Premiere) or similar.
- Experience in using DotDigital (or similar), WordPress (or similar) and social media management tools
- Expected to make personal contributions to staff devotions, reflecting Christian beliefs
- Ability to think creatively about developing our digital communications strategy
- Computer literacy (e.g. MS Office 365, Word, Excel, Outlook, PowerPoint)

Desirable Skills and Abilities

- Experience of video editing in Adobe Premiere (or similar)
- Supportive of the vision and values of SAT-7 UK
- Social media and/or digital marketing certificate would be an advantage

WORKPLACE BENEFITS INCLUDE:

- 25 days paid holiday pro rata (+ bank holidays)
- Pension scheme (NEST) with employer contribution of 5%
- Flexible working arrangements