



**DIGITAL MEDIA OFFICER**

**SAT-7 UK**

**APPLICATION PACK**



# SAT-7 UK is looking to recruit a Digital Media 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 Media Officer  
**Location:** Based at our Chippenham office (occasional working from home considered)  
Candidates should have the right to work in the UK – no overseas applications will be considered  
**Salary:** £24,000 to £27,000 per annum pro rata  
**Contract term:** Permanent  
**Hours:** 22.5 hours per week  
**Annual Leave:** 33 days per annum pro rata  
**Closing Date:** 17 January 2025

## 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.

### STRENGTHENING FAITH

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

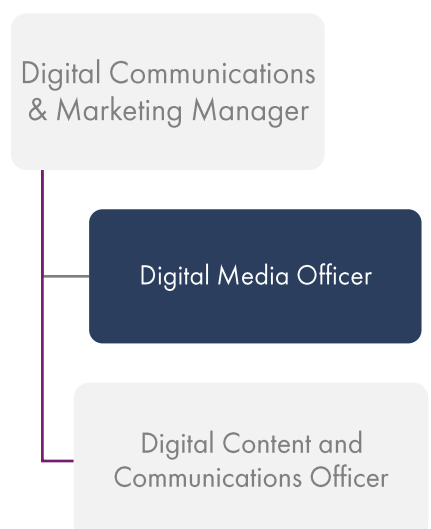
## JOB DESCRIPTION: Digital Media Officer

We are seeking a creative and innovative Digital Media Officer (DMO) to bring fresh ideas to our digital communications and marketing efforts. In this role, you will combine your expertise in video, audio, and digital content creation to elevate our digital presence. The Digital Media Officer (DMO) reports to the Digital Communications & Marketing Manager and has responsibility for SAT-7 UK digital media and contributes towards our website, social media and digital marketing.

## KEY RESPONSIBILITIES

### Digital media content

- Create engaging rich media content across a range of digital channels, including SAT-7 website, app, email, social media and other external digital marketing platforms.



- Produce / repurpose and edit high quality video content, especially for resources, campaigns, appeals and events to engage and inspire supporters.
- Increase the flow and impact of inspiring digital media content, including podcasts, animations and shorts/reels, tailored to our existing supporters and emerging audiences.

### **Website**

- Oversee SAT-7's websites ([www.sat7uk.org](http://www.sat7uk.org) and [media.sat7uk.org](http://media.sat7uk.org)), ensuring they are inspiring platforms to raise profile, income and deepen engagement.
- Create and update web content, such as articles, media, resources and landing pages, to drive engagement.

### **Social Media**

- Work closely with other team members to deliver consistent and impactful social media content and engagement opportunities, across various platforms, chiefly Facebook, Instagram, X, YouTube, and LinkedIn.

### **Digital Marketing**

- Design and produce digital marketing assets, for advertising, external agencies and other channels as required, to deepen engagement 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 & Marketing 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.

## **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 and campaigns
- Demonstrate a creative flair and be able to understand and implement design principles
- Experience of video editing in Adobe Premiere (or similar) and motion graphics in Adobe After Effects (or similar)
- Experience working with Adobe Creative Cloud (Photoshop, Audition, Illustrator, InDesign) or similar.
- Computer literacy (e.g. MS Office 365, Word, Excel, Outlook, PowerPoint)
- Expected to make personal contributions to staff devotions, reflecting Christian beliefs
- Supportive of the vision and values of SAT-7 UK

### Desirable Skills and Abilities

- Experience in using DotDigital (or similar), WordPress (or similar) and social media management tools
- Contribute creatively towards the development of the digital communications and marketing strategy.

## WORKPLACE BENEFITS INCLUDE

- 33 days leave per annum pro rata inclusive of bank holidays (which will be deducted from the leave allocation)
- Pension scheme (NEST) with employer contribution of 5%
- Health Cash plan (Medicash)
- Cycle to Work scheme
- International travel opportunities
- Flexible working arrangements



### **SAT-7 UK**

PO Box 3941, Chippenham, SN15 9HQ

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