

**Premier.**

# Radio Fundraising Manager





<b>JOB TITLE</b>	<b>Radio Fundraising Manager</b>
<b>DEPARTMENT</b>	<b>Fundraising</b>
<b>LOCATION</b>	<b>London</b>
<b>HOURS OF WORK</b>	<b>35 hours (Full time)</b>
<b>CONTRACT</b>	<b>Permanent</b>
<b>SALARY</b>	<b>£35,000 pa - £40,000 pa depending on skills and experience</b>
<b>REPORTING TO</b>	<b>Head of Fundraising</b>

Premier is on a mission to help people encounter God through media, and we are looking for Radio Fundraising Manager to work with our incredible team.

## What you'll be doing



Premier, Europe's largest Christian Media organisation, is seeking a Radio Fundraising Manager to play a vital role in supporting our mission to connect people with God through media. You will lead all on-air fundraising efforts, including the Charity of the Year appeal, working closely with content teams and external consultants to creatively engage our audience. You'll manage appeal resources, coach presenters, and ensure compelling messaging across all platforms. By supporting Premier's on-air fundraising, you directly contribute to Premier's ability to help listeners deepen their Christian faith through media. If you're an experienced fundraiser with a media background, or if you're an experienced radio promotions manager with a talent for fundraising, this role could be for you!

### Role Overview

- You will be responsible for the operational delivery of on-air fundraising appeals, including briefing documents, promotional materials, and donation incentives.
- You will review and implement the use of impact audio from on-air appeals, coach presenters during appeals, and manage the On-Air Testimony Producer who secures live donor calls.
- You will be a key contributor to Premier's on-air fundraising programme, overseeing monthly on-air fundraising messaging, script writing, production, and traffic scheduling.
- You will contribute ideas for capturing audience data and oversee the execution of on-air data capture campaigns.
- The role requires liaising with internal departments and external stakeholders to ensure successful delivery of fundraising appeals, compliance with Ofcom regulations, and maintaining Premier's commitment to quality and equality.

### Why Join Premier?

- **Mission-Driven Work:** Make a tangible impact by contributing to a mission that reaches millions worldwide.
- **Dynamic Team Culture:** Join a supportive, creative, and passionate team that values innovation and collaboration.
- **Growth Opportunities:** Benefit from ongoing professional development in a role where your contributions are truly valued.

**Ready to make a lasting Impact? Apply now!**

## Job Description / Person Specification

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### Mission of Premier Christian Communications

Premier exists to help people encounter God through media.

### Purpose of role

As Premier's Radio Fundraising Manager, you play a vital role in supporting our mission to connect people with God through media. You will lead all on-air fundraising efforts, including the Charity of the Year appeal, working closely with content teams and external consultants to creatively engage our audience. You'll manage appeal resources, coach presenters, and ensure compelling messaging across all platforms. By supporting Premier's on-air fundraising, you directly contribute to Premier's ability to help listeners deepen their Christian faith through media.

### Tasks and duties

#### Appeal Management

- Responsibility for operational delivery of on-air fundraising appeals, including Charity of the Year and Premier funding appeals.
- Working closely with the external consultants and content teams on the creative delivery of each appeal which includes: the strategic delivery and implementation of the on-air strategy, messaging and promotions
- Create and brief teams on messaging documents and promotional materials, ensuring buy-in and an understanding of the messaging.
- Reviewing and implement the use of impact audio from on-air appeals for Premier and charity partners.
- Write and manage appeal resources including scripts, thank you letters, promotional materials, and donation incentives.
- Manage the On-Air Testimony Producer who only works during appeal weeks/days to secure live phone calls from donors.
- Provide coaching to presenters during an appeal alongside external consultants and independently.
- Responsible for internal planning meetings, act as the liaison across multiple internal departments and external stakeholders.
- Work closely with the chosen charity and the Content Director to ensure successful and smooth delivery of the Charity of the Year appeal.
- Confidently discuss and promote the delivery of charity appeals to potential partners alongside Premier stakeholders.

#### On-Air Fundraising

- Be a key contributor to the thinking and development of Premier' on-air fundraising programme.
- Responsible for the monthly on-air fundraising messaging, which will require commissioning script writing, arranging production and traffic scheduling.
- Liaising with external consultants on the delivery of the on-air strategy.
- Produce hourly planners for on-air fundraising independently, or with the support of external consultants.
- Liaise with the Head of Key Relationships to coordinate 'legacy week' and produce appropriate fundraising messaging for year-round Legacy fundraising.
- Contribute ideas for capturing audience data and oversee the execution of on-air data capture campaigns.
- Work with Station Directors and Marketing for the delivery of on-air competitions and/or promotions.
- To ensure that Premier follows Ofcom regulations for all on-air fundraising appeals.
- To ensure that Premier's commitment to quality and equality in dealing with members of staff and the general public is delivered at all times.
- This job description is not exhaustive. It acts as a guide and may be amended to meet the changing requirements at any time after discussion with the post holder.

## Qualifications and experience

- Proven experience (5+ years) in fundraising, preferably in radio or a similar broadcast media environment.
- Demonstrated success in working with external consultants and content teams to creatively deliver successful fundraising campaigns.
- Broad understanding of the Church and a Christian audience.
- Working experience of radio broadcast systems including creation of clocks in systems such as Zetta would be an advantage.
- Experience driving a radio studio desk would be an advantage.
- Excellent knowledge of Microsoft Outlook, Excel, Word, Photoshop and other regularly used applications.
- Excellent team working skills.

## Personal qualities/ key attributes/ skills

- Excellent communication skills, written, oral and public speaking.
- Ability to confidently present Premier on-air appeals to potential charity partners.
- Proven project management, multi-tasking, prioritising and organisational skills.
- Able to work under pressure and good time keeping.
- Deeply committed to Premier's mission, demonstrating enthusiasm for using media to make an impactful difference.
- Flexible in responding to challenges and changes, maintaining effectiveness under shifting conditions.
- Values collaboration and is skilled at building strong relationships across departments and with external partners.
- Articulate in both written and verbal communication, able to craft compelling messages and effectively liaise with various stakeholders.
- Strong understanding of the Christian community and personal understanding and experience of the Christian faith to provide deep insights into audience's values, needs, and preferences. This understanding will enhance the effectiveness of communication strategies and fundraising efforts.
- The post-holder will work in a Christian environment and will deal with Christian organisations and ministries for most of the time, therefore it will be necessary for the post-holder to have a Christian faith.

## Other requirements

- Available to travel to Premier's London office as and when required



## Our Strategy and Values

Premier exists to help people encounter God through media.

### Premier's Strategic Priorities

Throughout its history, Premier has consistently been at the forefront of innovation, breaking new ground despite challenges and opposition. In today's fiercely competitive market and challenging cultural landscape, technology provides us with new avenues to reach and serve spiritually hungry people globally.

Despite constraints such as our temporary office space with limited studios, Premier's dedicated team, strong market position, solid reputation, and innovation form a robust foundation for future growth. This strategic direction sets the overall course and objectives for our organisation.

It is crucial for each Premier team member to understand how their role contributes to our strategic direction on a day-to-day basis. We want our employees to see the bigger vision and know why their contributions matter.

# Our Strategy and Values

## Premier's Culture

The way we behave towards others and our work impacts whether or not we are effective. Ultimately, our culture is shaped by our Christian ethos. Our history as a media organization has also shaped us in a uniquely dynamic way. When we use our values to make decisions, we make a deliberate choice to focus on what is important to us.

When our culture is embodied in our actions, it creates the environment for successful performance, sets the tone for other employees and helps to provide the best experience to those we serve.

## Premier people are

### Honest

We tell the truth, admit mistakes and share credit

### Loving

We serve, look after, forgive and encourage one another

### Excellent

We create top quality work and strive to get things right

### Creative

We find innovative ways to achieve our mission and solve problems

### Dynamic

We adapt quickly to changing circumstances