

APPLICATION PACK

Fundraising & Engagement Manager
SAT-7 UK



SAT-7 UK is looking to recruit a Fundraising & Engagement Team Manager to help make God's love visible through satellite TV and digital media – to millions of people across the Middle East and North Africa.



SAT-7 STRATEGY: SAT-7 is a strategic international satellite and digital media network, working to see a growing Church in the Middle East and North Africa, confident in Christian faith and witness, serving the community and contributing to the good of society and culture.

SAT-7 UK has grown a faithful supporter base across the UK over the last 24 years. However, we recognise the need to better establish who we are and what we do in the hearts and minds of all UK Christians. We want to reach a new generation – growing our income, influence, and supporter engagement – to increase the impact of our international programmes. As such, over the next three years we are committed to growing our church partners around the country, to develop our volunteer programmes, and to increase the support and active engagement from new supporters who are passionate about bringing life-changing moments of joy to the people of the MENA region.

SAT-7 PEOPLE: This role is based at the SAT-7 UK office in Chippenham part of a team of around 17 staff (full-time, part-time and home workers). The team meets together in the office (and virtually) every day for 15 minutes to read the Bible and to pray for the ministry, the MENA region, for each other and for our supporters.

SAT-7 FAMILY: We are part of the wider SAT-7 international family and regularly connect 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, Hong Kong or Brazil. We get to meet each other at our annual Network gathering, held in one of the main regional office locations and it's always an inspiring event for partners, supporters and staff.

This is an exciting opportunity for a creative, innovative fundraiser to develop and grow both our income and supporter engagement. Candidates should have had prior experience in leading successful fundraising and direct marketing programmes; including appeals and campaigns to individuals. We are looking for an experienced manager, with excellent communication and implementation skills, who will enjoy the challenge of working in a growing team at a time of transition. This role requires someone motivated by their Christian faith with a personal interest and concern for the people of the Middle East and North Africa.

Role: Fundraising & Engagement Manager
Location: Based at our Chippenham office (at least three days per week)
Candidates should have the right to work in the UK.
Salary: £30,000 to £35,000 pro rata
Hours: up to 37.5 hours / week (part time and flexible working considered)
Annual Leave: 25 days (pro rata)
Closing Date: January 13th 2020

- If an informal conversation about the role would help, please email hr@sat7uk.org.
- Please note that applications are welcome before the closing date and we may call for interviews and appoint earlier if a suitable candidate is found.
- Please see www.sat7uk.org/work-with-us for a full job description and application pack.

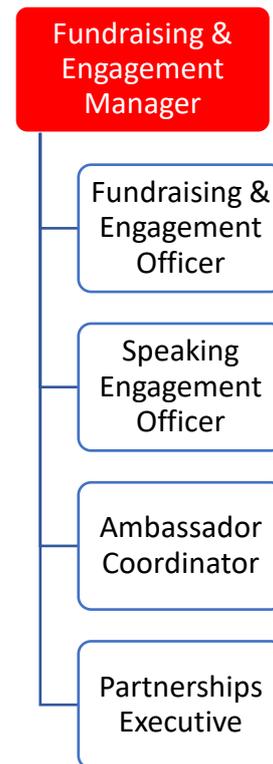
JOB DESCRIPTION: Fundraising & Engagement Manager



The Fundraising and Engagement Team works closely with the Communications Team and Development Team (comprising the External Engagement Department). There is deliberate overlap of activity and outcome, to ensure that every aspect of the strategy connects together to deliver a coherent public brand and message, and to maximise every potential opportunity for engagement, influence and income.

The Fundraising & Engagement Manager reports to the Director of External Engagement and leads a small team of staff with responsibility for the two overlapping areas of fundraising and engagement:

- **FUNDRAISING:** deepening income and engagement from individuals (excluding mid- & high-level donors), including supporter care, (acquisition, welcome and retention), direct mail and appeals, SAT-7 events (including supporter days), external conferences, and fundraising campaigns incl. advertising, sponsored events, regular and legacy giving.
- **ENGAGEMENT:** deepening and developing relationships with churches, UK Christian conferences / networks, denominations, key church leaders / Christian influencers, Christians in politics and political leaders. The team is particularly focused on providing opportunities for supporters, our network of volunteers, and partners to engage with SAT-7 through events, conferences and partnerships.



KEY RESPONSIBILITIES

This role will allow you to make a real difference to the lives of millions of people in the Middle East and North Africa. You will help to maintain and increase income and engagement for the charity through the following key responsibilities:

- Work with the Director of External Engagement to devise and implement strategies for growing key areas of income and engagement.
- Achieve planned income goals from 'individual' and 'church' segments, particularly through individual mailing plans, campaigns and church partnership programme (working closely with the Communications Team Manager).
- Deliver and monitor key engagement activities and associated outcomes (profile, influence, sign-ups etc...).
- Profile SAT-7 at UK Christian conferences, smaller regional events and in churches (particularly using volunteers).
- Raise SAT-7's profile and influence with church and political leaders, influencers and Christian networks.
- Manage the growth of community and events fundraising and work with the Communications Team to resource supporter fundraising activities.
- Oversee the volunteer strategy and ensure Ambassadors are well equipped, mobilised and resourced to share SAT-7.

- Provide excellent regular supporter care through letters, emails and phone.
- Manage budget expenditure and ROI analysis across all fundraising and engagement team activities.
- Work with Development Team colleagues to ensure good connectivity with mid- and major donor relationships.
- Maintain accurate and up-to-date records especially on SAT-7's CRM system; using data to analyse insights and to produce reports and recommendations for the leadership team and board.



General responsibilities:

- Develop and maintain good working relationships with supporters, partners, trustees and staff.
- Represent, speak effectively and act as an ambassador for SAT-7 at external meetings, events and conferences.
- Assist in responding appropriately to communications from supporters and other organisations.
- Liaise with SAT-7 staff from other offices to share ideas and resources, and to collaborate together on projects and campaigns as appropriate..
- To assist the Executive Director and Director of External Engagement as required.

Spiritual leadership

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

PERSON SPECIFICATION

Essential skills and abilities required

- Educated to A Level or equivalent
- A proven track record in the voluntary sector particularly in meeting fundraising targets.
- Excellent written communication skills.
- Highly personable a natural communicator – able to work with people at all levels.
- Excellent interpersonal and organisational skills; including experience in leading teams and in managing project and event plans.
- Ability to work under pressure, manage time effectively, prioritise and work to deadlines.
- Flexible approach and the ability to adapt to changing situations.
- Sensitive to others; high level of tact and diplomacy.
- Thorough attention to detail e.g. in all letters/documents produced.
- Self-motivated, creative and practical; able to work on own initiative
- Eager to grow and develop, welcoming constructive feedback and having the ability to deal with conflict quickly and constructively.
- Confident and enthusiastic, highly motivated, a good team player.
- A willingness to accept additional managerial responsibilities to contribute to the organisation's effectiveness and success.
- Committed and growing Christian, passionate about changing the world and being a part of God's mission.



- Computer literate and confident using Microsoft products
- Able to work occasional evenings/weekends (for which TOIL will be given).

Desirable skills and abilities

- Experience of managing volunteer programmes
- Experience of working with churches, leaders, and Christian / political networks.
- Experience or understanding of the Christian development sector.
- Knowledge of, and involvement in, fundraising / sponsored events.
- Knowledge and experience of the Middle East and North Africa (training will be given as required)
- Educated to degree level
- Project management experience
- Ability to use databases (e.g. Raisers Edge, Dot Digital)

Additional Details:

- Holiday entitlement is 25 days in addition to bank holidays
- Pension scheme (NEST) with matched contribution of 5%