

# APPLICATION PACK

Digital Communications Officer  
SAT-7 UK



**SAT-7 UK is looking to recruit a Digital 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 Communications Officer  
**Location:** Based at our Chippenham office (flexible working considered)  
Candidates should have the right to work in the UK.  
**Salary:** £20,000 to £25,000 pa pro rata  
**Contract term:** One year  
**Hours:** 22.5 hours/week  
**Annual Leave:** 25 days (pro rata)  
**Closing Date:** 15 September 2021

If an informal conversation about the role would help, please email [hr@sat7uk.org](mailto:hr@sat7uk.org).

If you do not have experience in all of the above areas, please tell us about the relevant skills and experience you do have. Candidates who do not have the full range of skills will be considered.

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.

**SAT-7 STRATEGY:** SAT-7 is an international Christian media network committed to bringing joy to the people of the Middle East & North Africa (MENA) through powerful, faith-filled television and digital media programmes.

Watch this short video (3.5 minutes) for an overview of our work in the MENA  
'This is SAT-7': <https://www.youtube.com/watch?v=0cPmb1pNHuY>

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 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. **We are committed to develop new and creative digital content in order to raise our profile and deepen the support and active engagement we receive from existing and new supporters.**

**SAT-7 PEOPLE:** This role is based at the SAT-7 UK office in Chippenham as 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.



**Image:** On the set of *Bible Heroes*, presented by Elie and Karen at SAT-7's Beirut studio

**ABOUT THE ROLE:** This is an exciting opportunity for someone with experience of successful creative digital engagement, including website development, e-marketing and social media. We are also looking for someone 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.

**SAT-7 COMMUNICATIONS TEAM:** The Communications Team sits within the External Engagement Department, ensuring a high level of content, quality, style and messaging for all the internal and external communications of SAT-7 UK. It manages all editorial and publication processes and a range of themed communications and campaigns to external channels, including digital, news, public relations and media. It also acts as a hub, developing and profiling resources and materials for all teams. The teams work together on various projects and activities to ensure that every aspect of the strategy is connected and delivers a coherent public brand, maximising every potential opportunity for engagement, influence and income.

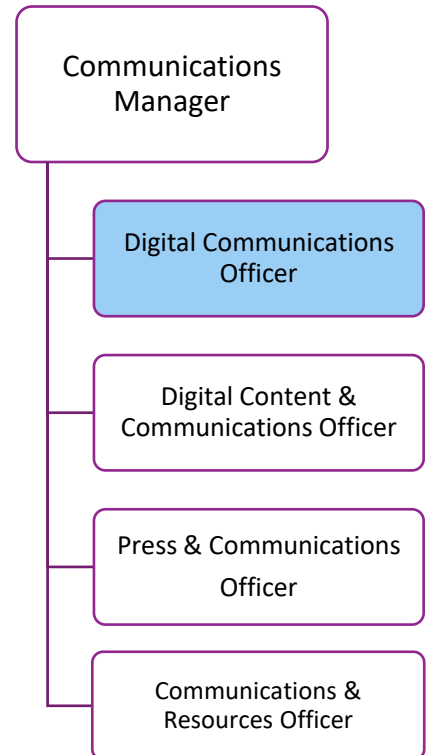
## JOB DESCRIPTION: Digital Communications Officer



The Digital Communications Officer (DCO) reports to the 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 website [www.sat7uk.org](http://www.sat7uk.org) as an inspiring platform 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 and Twitter.
- **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 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.

## **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
- 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 in using DotDigital (or similar), WordPress (or similar) and social media management tools
- 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