



**DIGITAL
COMMUNICATIONS
MANAGER**

SAT-7 UK



APPLICATION PACK

SAT-7 UK is looking to recruit a Digital Communications Manager 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 Manager
Location: Based at our Chippenham office (flexible working considered)
Candidates should have the right to work in the UK
Salary: £30,000-£36,000 pa
Contract term: Permanent
Hours: 37.5 hours/week (full time)
Annual Leave: 25 days (pro rata) plus bank holidays
Closing Date: 8 October 2021

SAT-7 VISION & MISSION:

SAT-7 is 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 25 million 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.

Watch this short [video](#) (3.5 minutes) for an overview of our work in the MENA.

SAT-7 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 need to grow our income and influence in order to increase the impact of our ministry, across the MENA region and in the UK. **We are especially committed to develop new and creative digital content to raise our profile and deepen the support and active engagement we receive from existing and a new generation of 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 (including full and part-time, office-based and home workers). The staff team meets together in the office and with those online, every day 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 volunteer Ambassadors, who represent SAT-7 in their churches and who speak and 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 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. We often 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, volunteers and staff.

ABOUT THE ROLE: This is an exciting opportunity for someone with experience of managing and delivering successful digital content and engagement strategies.

Responsibilities include website development, email marketing, social media, digital fundraising and engagement campaigns, plus creative content development.

We are 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. The role requires someone who is motivated by their Christian faith and has a passion 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.



EXTERNAL ENGAGEMENT DEPARTMENT: The Digital Communications Team is a newly formed, small, but strategic team, sitting alongside two other teams within the External Engagement (EE) Department. The teams work closely together on various shared activities and projects to ensure that every aspect of the strategy is connected and delivers a coherent public message, maximising every potential opportunity to inspire engagement, influence and income.

- The **Communications & Resources Team** is responsible for researching, creating and delivering a high level of quality content whilst overseeing the messaging and visual identity of SAT-7 UK's brand. The team manages all editorial, publication, materials and resource creation processes. This includes overseeing the development and distribution of themed communications and campaigns to existing and new supporters, as well as to organisations, news, public relations, media outlets and partners. The team is the main conduit for the gathering of impactful content from SAT-7's international office and studios, and acts as a creative hub: developing, writing, designing and marketing resources and materials with and for other UK teams.
- The **Digital Communications Team** will be formed at the beginning of 2022. This new team will take on key digital activities that currently sit within the existing Communications Team as well as a range of new developments and priorities, including having direct responsibility for digital fundraising. Key activities include the development, creation and dissemination of digital communications (especially the re-purposing of core content and messaging created by other EE Teams), management of the website, supporter emails, digital marketing, online fundraising, the creation of video and audio content, alongside the development and implementation of multi-media campaigns. This is a key area of growth and it is expected that this team will grow in both activity budget and staffing over the course of the next five-year strategy (2023-28).
- 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, sending of direct mail appeals, the growth of regular giving (*joy bringers*), legacies, SAT-7 events (including supporter days), external conferences, and fundraising projects e.g. sponsored events. The team is also responsible for developing and deepening relationships and engagement with churches and volunteers, Christian networks and denominations, as well as Christian influencers: especially those in leadership in the church, mission and political spheres.
- For an informal conversation about the role, 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.

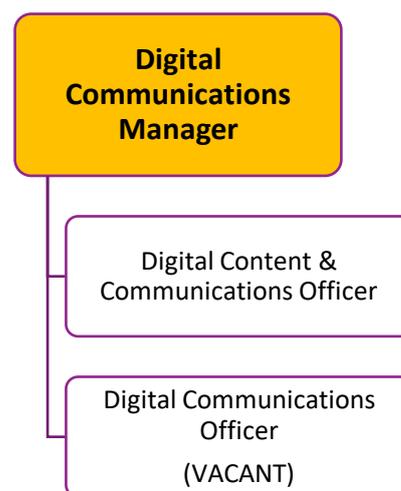
JOB DESCRIPTION: Digital Communications Manager



The Digital Communications Manager (DCM) reports to the Director of External Engagement. Key responsibilities include the development, creation and dissemination of digital communications (especially the re-purposing of core content and messaging created by other EE Teams), management of the website, supporter emails, digital marketing, online fundraising, the creation of video and audio content, alongside the development and implementation of multi-media campaigns.

KEY RESPONSIBILITIES

- **Strategy:** Work with the Director of External Engagement, plus the Communications Manager and Fundraising & Engagement Manager, to prepare and deliver the digital communications, fundraising and engagement strategy and budget, developing appropriate tactics to deliver growth targets, and monitor and analyse key insights and metrics to evaluate the success of activities and campaigns.
- **Line management:** Provide effective line management for the Digital Content & Communications Officer, Digital Communications Officer (to be recruited in 2023), and a positive working relationship with external freelancers.
- **Systems:** Overseeing the utilisation and development of key digital systems including CMS and CRM, and email marketing (DotDigital).
- **Website:** Develop SAT-7's website www.sat7uk.org as an inspiring platform to raise profile, income and engagement.
- **Email:** 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 DotDigital to develop automated communication campaigns that strengthen supporter engagement and convert recipients into committed donors.
- **Multi-media 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:** Oversee the development and delivery of social media content and engagement across various platforms (Facebook, Instagram, Twitter, LinkedIn and YouTube).
- **Fundraising & Marketing:** increase and sustain the presence and brand message of SAT-7's profile, resources, campaigns and fundraising appeals online, through social media posts, boosts and advertising, external agencies and other media channels / platforms – in order to increase the opportunities for engagement with existing and new donors, acquisition of new supporters, and raising increased donations through new online giving platforms e.g. QR codes / SMS.



GENERAL RESPONSIBILITIES

- Ensure all communications have consistent messaging, branding and tone of voice for the intended audience and that content conforms to the security and style guides.
- Use CRM systems to ensure efficient use and secure storage of information.
- Respond appropriately to communications from supporters and other organisations.



- Liaise with SAT-7 staff from other offices to share ideas and resources.
- Represent SAT-7 UK at conferences and events as required.
- Assist the Director of External Engagement and Executive Director.
- At all times operate within relevant statutory requirements and guidelines, following best practice recommendations wherever possible, especially ensuring 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 Vision, Mission, 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 email marketing platform)
 - WordPress (or similar)
 - Adobe Cloud Suite: esp. Premiere Pro, After Effects, Photoshop etc...
 - 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