



**SUPPORTER
ENGAGEMENT
OFFICER / COORDINATOR
SAT-7 UK**



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APPLICATION PACK

SAT-7 UK is looking to recruit a Supporter Engagement Officer or Coordinator to inspire and influence individuals and the UK Church to show love, strengthen faith and bring joy to millions of people across the Middle East and North Africa.



- Role:** Supporter Engagement Officer or Coordinator (SEC)
Applications are welcome for either role. The Coordinator role is a more senior post for those with more experience and will have line manager responsibility.
- Location:** Based at our Chippenham office (remote and flexible working available)
Candidates should have the right to work in the UK.
- Salary:** £22,000 to £32,000 pa pro rata (based on role / experience)
- Contract term:** Permanent (including maternity cover)
- Hours:** Full or part-time considered (22.5 hours/week minimum)
- Annual Leave:** 25 days plus bank holidays (pro rata)
- Benefits:** Pension scheme (NEST) with employer contribution of 5%
Flexible working arrangements

If you do not have experience in all of the 'key responsibilities' areas, please tell us about the relevant skills and experience you do have, as you will still be considered. 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.

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 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.

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.

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.

ABOUT THE ROLE: This is an exciting opportunity for someone with experience of fundraising from individuals, including running appeals, organising events, and using the telephone and emails to connect with and manage supporter care. 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 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 online) every day 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, Canada, Hong Kong and Brazil.



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

EXTERNAL ENGAGEMENT DEPARTMENT:

The Supporter Engagement roles sit within the Fundraising & Engagement Team; one of three teams within the External Engagement Department. All teams work closely together on various shared activities to ensure that every aspect of the strategy is connected and delivers a coherent public message, maximising every potential opportunity to inspire income, engagement, and influence. Other office staff include those focused on operations and finance, as well as a Development Team (office- and home-based) focused on engaging with trusts and major donors.

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 individual giving, including *joy bringers* (regular giving) and mid-level donors, legacies, SAT-7 events (including supporter days), external conferences, and fundraising projects e.g. sponsored events. The team has a growing number of Regional Engagement Coordinator roles, who work in tandem with the office-based staff team, enabling a more direct and personal outward-facing extension of the office functions. The Supporter Engagement Officer / Coordinator will work with these new roles to enable us to deepen our relationships with and giving from supporters and churches, especially through online and face to events and church speaking engagements.

JOB DESCRIPTION: Supporter Engagement Officer or Coordinator (SEC)



The SEC role reports to the Fundraising & Engagement Manager (or equivalent) and will make a real difference to the lives of millions of people in the Middle East and North Africa by raising income, engagement, and influence from individual supporters across the UK.

This role will initially cover a maternity leave period, but then continue to help grow some of the new priority areas, in tandem with the appointment of Regional Engagement Coordinators and other UK staff. Applications are welcome for either the officer or coordinator role. The Coordinator role is a more senior post for those with more experience and will have line manager responsibility.

KEY ACTIVITY AREAS

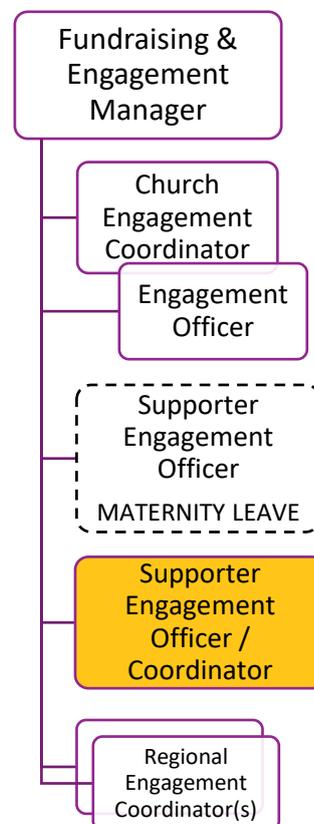
The Supporter Engagement role is responsible for deepening the income from and engagement with individuals. This includes overseeing the acquisition, welcome and care of supporters, sending of direct mail appeals, the growth of *joy bringers* (regular giving) and mid-level donors, legacies, SAT-7 events (including supporter days), and fundraising projects e.g. sponsored events.

KEY RESPONSIBILITIES (shared between both roles)

- Oversee the delivery of the **annual appeal programme** (direct mail and digital), involving the development of appeal brief, working with colleagues, external copywriter and agency/mailing house.
- Deliver and continually refine effective **donor/supporter care** management processes and programmes, including the ongoing development and effectiveness of the **Welcome Process**.
- Oversee the development and growth of the **joy bringer** (regular giving programme), so that it becomes a flagship product of SAT-7, recognised across the sector and Christian public.
- Oversee the development and implementation of **supporter fundraising events** (online and face to face), to maximise the impact of the Welcome Process.
- Support the coordination of **supporter events** and attendance at **Christian conferences**.
- Support the development and implementation of a new **mid-level donor programme**, in tandem with the phased appointment of Regional Engagement Coordinators and other UK staff.
- To ensure individual **supporter relationships** (excluding major donors) are appropriately managed, thanked and asked – focusing on quality and timely communications (according to patterns of giving and engagement).
- Develop other **supporter fundraising opportunities and resources**; including legacies, campaigns, emergency appeals, and sponsored events.
- Work closely with F&E Team colleagues to maximise the opportunities for **church income and engagement**, especially profiling key appeals, joy bringer regular giving, and seasonal campaigns.

GENERAL RESPONSIBILITIES

- Maintain accurate and up-to-date records especially on SAT-7 UK's CRM system (Raisers Edge); using data to analyse insights and to produce reports and recommendations for the leadership team and board.





- Ensure consistent messaging, branding and tone of voice and that content conforms to SAT-7 security, communication and style guides for a range of different audiences.
- To assist in responding appropriately to communication and requests from supporters, partners, clients, and other organisations.
- Liaise and build strong relationships with external clients to enable the smooth running of appeal mailings and campaigns.
- Liaise with SAT-7 staff from other offices to share ideas and resources as directed.
- Work with team colleagues to devise and implement strategies for growing key and new areas of income and engagement.
- To assist the Director of External Engagement and to represent SAT-7 at external meetings, conferences and events as required.
- Operate at all times within relevant statutory requirements and guidelines, following best practice recommendations wherever possible. Specially ensure compliance with the Fundraising Regulator Code and Data Protection Legislation.

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.

There is an Occupational Requirement, in accordance with the Equality Act 2010, for the position to be filled by a committed Christian.

PERSON SPECIFICATION

Essential Skills and Abilities Required

- University degree e.g. in Marketing or Communications and/or at least two years' experience in a charity fundraising, communications or marketing role
- Computer literacy (e.g. MS Office 365, Word, Excel, Outlook, PowerPoint) plus use of supporter CRM databases
- Ability to think creatively about developing plans for fundraising mailings, campaigns and resources (print and digital)
- Confident in being able to speak directly to supporters by telephone / face to face.
- Able to make personal contributions to staff devotions, and in reflecting your Christian beliefs with supporters (especially in the context of the MENA region and viewer testimonies)

Desirable Skills and Abilities

- Experience in developing and writing content for fundraising appeals and campaigns.
- Able to demonstrate the ability to coordinate a mid-level donor programme
- Experience of asking supporters of a charity for financial gifts
- Experience in managing staff (Supporter Engagement Coordinator role)
- Understanding of Biblical/Theological issues relating to fundraising and the MENA context