



**COMMUNICATIONS
AND RESOURCES
OFFICER
SAT-7 UK**



APPLICATION PACK

SAT-7 UK is looking to recruit a Communications and Resources Officer, to write and design resources which engage supporters and churches in praying for the Middle East and North Africa



Role: Communications and Resources Officer
Place of work: SAT-7 UK Office in Chippenham (flexible working available)
Region(s): England / Candidates should have the right to work in the UK
Salary: £23,000-£29,000 pa (pro rata) depending on experience
Contract term: Permanent (probationary period of six months)
Hours: Part-time (2-3 days per week)
Annual Leave: 25 days plus bank holidays (pro rata)
Benefits: Pension scheme (NEST) with employer contribution of 5%
Flexible working arrangements
Closing Date: 19th August 2023

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 UK 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 are especially committed to raise our profile and deepen the support and active engagement we receive from existing *and* a new generation of supporters**, to increase the impact of our ministry across the MENA region *and* in the UK.

SAT-7 UK PEOPLE:

SAT-7 UK has a team of around 18 staff (including full and part-time, office-based and home workers). The **Communications and Resources** role is office-based (if local to Wiltshire). The staff team meets together in the office every day with those online, 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 volunteers, who represent SAT-7 in their churches and who 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 online 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 also get to meet each other at our annual Partnership Gathering, held in one of the main Middle Eastern office locations; an inspiring event for partners, volunteers and staff.



EXTERNAL ENGAGEMENT DEPARTMENT:

The role sits within the Communications and Resources Team; one of three teams within the External Engagement Department. Teams work closely together on shared activities and projects to deliver a coherent public message, maximising every potential opportunity to inspire engagement, influence and income. Other office staff include those focused on operations and finance, as well as a Development Team (office- and home-based) who engage with grant-making trusts, mid and major donors.

COMMUNICATIONS & RESOURCES

The **Communications & Resources Team** is responsible for overseeing the messaging and visual identity of SAT-7 UK's brand, plus researching, creating, and delivering a high level of quality written and designed content across a range of platforms. The team manages the majority of editorial, publication, material and resource-creation processes. This includes overseeing the development and regular distribution of themed communications, campaigns, press-releases and briefings to supporters, organisations, news and media outlets, key partners, political and church leaders.

DIGITAL COMMUNICATIONS

The Digital Communications Team is responsible for a range of key digital activities, including supporter acquisition, engagement, and fundraising. Core activities include the development, creation, and dissemination of digital communications (especially the re-purposing of core content and messaging created by other teams e.g. appeals or seasonal resources). Specific areas include management of the website, supporter emails, digital marketing, and online fundraising. The creation of new audio and video content, alongside the development and implementation of multi-media campaigns, will be a key area of growth over the course of the five-year strategy.

FUNDRAISING & ENGAGEMENT

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, engagement with churches through speaking engagements, resources and partner programmes, sending of direct mail appeals, the growth of *joy bringers* (regular giving), SAT-7 events (including supporter days), external conferences, and fundraising projects e.g. sponsored events. The newly formed Regional Engagement Coordinator roles are responsible for developing and deepening relationships and engagement with regional Christian denominational structures and networks, as well as Christian influencers: especially those in leadership in the church, mission and political sectors.

JOB DESCRIPTION: Communication and Resources Officer



ABOUT THE ROLE: This is an exciting opportunity for someone with experience of **writing and designing creative resources for print and digital platforms**. 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. 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, to help deliver the internal and external communications strategy of SAT-7 UK.

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KEY RESPONSIBILITIES

The Communications & Resources Officer (CRO) reports to the Communications & Resources Manager and has responsibility for writing and designing prayer materials and other core resources for SAT-7 UK. The CRO's responsibilities, activities and outputs are linked to clearly defined, measurable strategic outcomes (over the course of the 2023-2028 strategy) for brand reach, acquisition, deepened understanding, engagement and giving:

Outcome #1: To see an increased and actively engaged support base giving regularly to sustain the work of SAT-7, so that SAT-7 UK is raising a sustainable £4M with over 3,500 donors.

Outcome #2: Supporters and funders have a deepened understanding of the challenges faced by Christians and the people of the MENA region, and impact of SAT-7, to create opportunities to pray, engage and partner for change.

- Write and design the quarterly Prayer Diary publication and associated monthly news email and web content ensuring consistent messaging, branding, tone of voice and content conforms to the security and guidelines.
- Write and design both hard copy and digital assets for prayer campaigns, chiefly but not exclusively for the periods of Lent and Advent that will raise awareness of SAT-7's work and be used to expand SAT-7's support base.
- Provide design support to the rest of the Communications team, and creating graphics for use across different platforms.
- Support the implementation of a cross-organisational creative content strategy, phasing new options for supporters to Read, Listen, and Watch, across the new 5-year strategy timeframe.
- Design resources for the Fundraising & Engagement and Development teams, such as leaflets, posters, banners, newsletters and PowerPoints.
- Provide input to other ad hoc communications tasks as required.

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.



- 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.
- Ensure compliance, with the UK data protection and Fundraising Regulator guidelines, including using the CRM system for the processing and storing of information.
- Assist the Communications & Resources Manager and represent SAT-7 UK at conferences and events as required.

WORKING CONTEXT

- The Communications and Resources Officer role is office based (Chippenham) with some opportunities for home working.
- The role may involve some occasional travel across the rest of the UK e.g. supporting regional or national events, visits to SAT-7 PARS studio in London, plus occasional opportunities for travel overseas e.g. Vision Trips and/or Partnership Gathering.

SPIRITUAL LEADERSHIP

- A confident communicator, able to present SAT-7 in a variety of church and Christian settings.
- 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	Desirable Skills and Abilities
<ul style="list-style-type: none"> • Degree level qualification, or previous experience in a similar role for at least two years • Graphic design qualification and/or demonstrable skills and experience using Adobe Creative Cloud (InDesign, Photoshop, Illustrator), able to provide design portfolio • Creative writer, able to provide examples of written work • Computer literacy (e.g. MS Office 365, Word, Excel, Outlook, PowerPoint) • Ability to think creatively about developing materials for print and digital platforms 	<ul style="list-style-type: none"> • Experience working for a charitable organisation • Knowledge and experience in the Middle East and North Africa • Biblical/theological studies

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