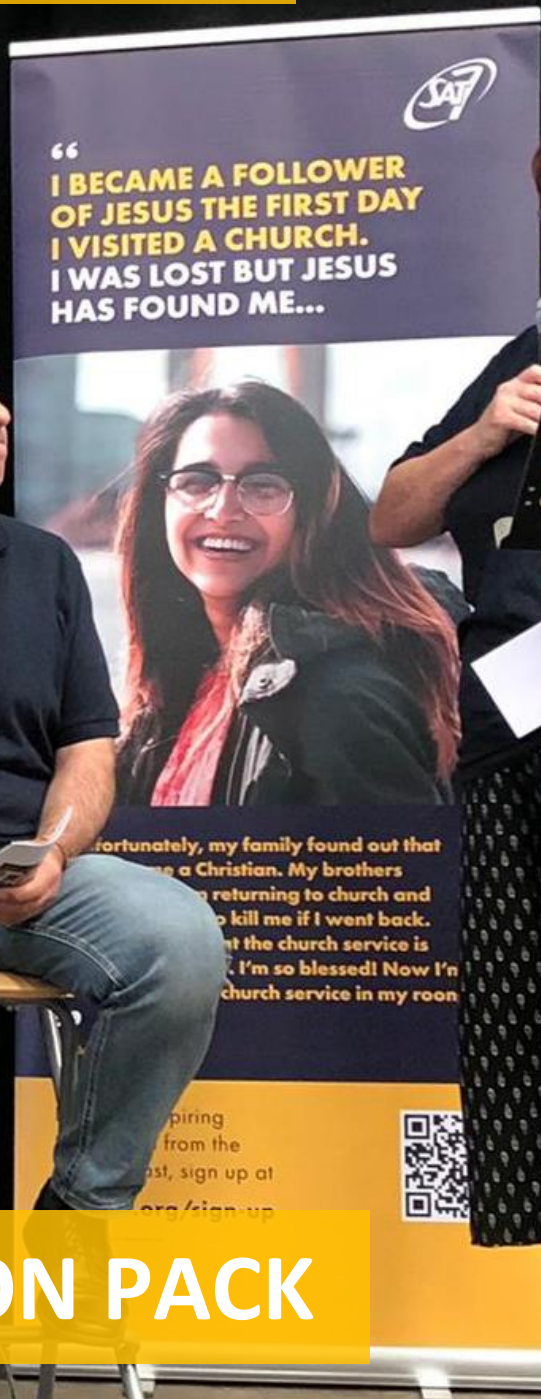




REGIONAL
ENGAGEMENT
CO-ORDINATOR

South East England



APPLICATION PACK

SAT-7 UK is looking to recruit a Regional Engagement Co-ordinator in South East England, 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: Regional Engagement Co-ordinator
Place of work: Home based
Candidates should have the right to work in the UK
Region(s): South East England
Salary: £23,000 - £28,000 pa (pro rata) depending on experience
Contract term: Permanent (probationary period of six months)
Hours: 3 days / 22.5 hours per week (part-time)
Annual Leave: 25 days plus bank holidays (pro rata)
Benefits: Pension scheme (NEST) with employer contribution of 5%
Flexible working arrangements

NOTE: We are open to consider combining this role with the vacant Community Engagement Officer post to make this a full-time role. See www.sat7uk.org/work-with-us for further details.

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 **Regional Engagement Coordinator** role is home-based, in one of SAT-7 UK's defined regions, with one-two days per month spent in the Chippenham office (dependant on need and proximity to the office). 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 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 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 often get to meet each other at our annual Partnership Gathering, held in one of the main regional office locations and it's always an inspiring event for partners, volunteers and staff.

EXTERNAL ENGAGEMENT DEPARTMENT:

The Regional Engagement Coordinator roles sits within the Fundraising & Engagement Team; one of three teams within the External Engagement Department. Teams work closely together on 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. Other office staff include those focused on operations and finance, as well as a Development Team (office- and home-based) who engage with trusts, mid and major donors.

COMMUNICATIONS & RESOURCES

The Communication & Resources Team is responsible for overseeing the messaging and visual identity of SAT-7 UK's brand, whilst researching, creating and delivering a high level of quality content. 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 and media outlets, public relations, partners, and political leaders. 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.

DIGITAL COMMUNICATIONS

The Digital Communications Team is responsible for a range of key digital activities, including supporter engagement, acquisition, 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 video and audio content, alongside the development and implementation of multi-

media campaigns will be a key area of growth in this next season and it is expected that this team will grow in both activity budget and staffing 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), legacies, SAT-7 events (including supporter days), external conferences, and fundraising projects e.g. sponsored events. **The newly formed Regional Engagement Coordinator roles (with one currently based in Northern Ireland) will work in tandem with the office-based staff team, enabling a more direct and personal outward-facing extension of the office functions.** They are also 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: Regional Engagement Coordinator

ABOUT THE ROLE: This is an exciting opportunity for someone with experience of representing an organisation's mission and vision to churches and individuals at a national and/or regional level. Responsibilities include **representing** SAT-7 across the region, to supporters, churches, regional church structures and key influencers. **Sharing** SAT-7 through speaking engagements at church services, midweek groups and events. **Promoting** SAT-7's Church Partner programme and deepening community engagement and support. **Inviting** supporters to become donors, especially *joy bringers* (regular givers), through face-to-face and online events, plus recruiting, equipping and **supporting** volunteer Ambassadors across the region.

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

The Regional Engagement Coordinator (REC) reports to the Church Engagement Manager, with responsibilities, activities and outputs linked to clearly defined and measurable **income and engagement outcomes: an increasing number of Christians and churches around the UK are engaging with, giving to, and praying regularly for SAT-7's work, viewers, staff and the wider MENA region, to ultimately sustain the work of SAT-7.**

KEY RESPONSIBILITIES

SHARE SAT-7 across your region, to existing and new Christian audiences:

- Be the public face of the organisation in your region, especially to regional denominational structures and church networks (city and/or county-wide).
- Represent SAT-7 at key gatherings e.g. church / mission leader events.
- Connect and brief key influencers and organisations e.g. Christian political leaders and the media.



REPRESENT SAT-7 through speaking engagements at church services, midweek groups and events:

- Use public data, organisational systems and contacts to proactively connect with churches.
- Agree speaking engagements facilitated by the core office team.
- Represent, exhibit and speak for SAT-7 at regional events and conferences.

INVITE and present SAT-7's Church Partner programme, seasonal resources and campaigns:

- Present the Church Partners programme to church leadership / mission teams (online or face to face) using leads from speaking engagements or from central office hub.
- Invite Church Partners to regional gatherings (online or face to face).
- Participate in overseas Vision Trips for church partners / leaders / ambassadors.

SUPPORT SAT-7 supporters to face to face and online events:

- Invite and host supporters (esp. those on the Welcome journey) to attend a *joy bringer* event.
- Ensure that supporters and churches know about and sign-up for News & Prayer Live events.

PROMOTE a network of volunteer SAT-7 Ambassadors:

- Recruit new Ambassadors to support and grow the reach and delivery of the strategy (ensure new enquiries are fed through to the core office team).
- Liaise with the Speaking Engagements Officer to ensure Ambassadors are deployed to the most appropriate speaking engagements and are equipped with the latest resources.
- Support engaged Ambassadors, so they are confident to deliver the most appropriate 'call to action' in their local churches, when delivering speaking engagements and at regional events.

WORKING CONTEXT

- The Regional Engagement Coordinator role is home-based within the region, so that regular travel by car and/or public transport can be undertaken.
- Monthly visits to the UK office in Chippenham for team meetings (depending on location).
- Some other travel across the rest of the UK e.g. supporting national events, visits to SAT-7 PARS Studio in London, plus occasional opportunities for travel overseas e.g. Vision Trip.
- The strategy and job descriptions will be the same for each region, but there will be differences in some aspects of delivery, due to regional variations, level of supporter engagement across segments, and the skills and experience of each Regional Engagement Coordinator.
- Ongoing research and mapping will be an important component of the role to ensure that the strategy and tactics remain relevant and appropriate for the region.
- The geographic boundaries of the REC role may be adjusted over time dependant on office focus, programme priorities, and the growth of staffing over the course of the 5-year strategy.



GENERAL RESPONSIBILITIES

- Process / store supporter information within UK data protection and Fundraising Regulator guidelines.
- 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.
- Respond appropriately to communications from supporters and other organisations.
- Assist the Director of External Engagement and Executive Director as appropriate.

SPIRITUAL LEADERSHIP

- A confident and inspiring public speaker, able to present SAT-7 in a variety of church and Christian settings, and to coach and mentor others to do the same.
- 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.

PERSON SPECIFICATION

Essential Skills and Abilities Required

- Relevant qualifications in Communications, Fundraising, Marketing or Theology.
- At least 3-years' experience working in a church-facing ministry or fundraising role.
- Excellent communication skills, including written, verbal and presentation.
- Self-motivated with a "can-do" attitude.
- Able to self-manage, prioritise and multitask a number of ongoing projects / deadlines.
- Able to connect and collaborate with team colleagues through remote working.
- Experience of managing volunteers.
- Ability to think creatively about developing SAT-7 UK's income and engagement strategy.
- Computer literacy (e.g. MS Office 365, Word, Excel, Outlook, PowerPoint).
- Must hold and retain a valid driving license at all times and have access to a vehicle.

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