

JOB DESCRIPTION: Digital Communications Officer



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 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.

The Digital Communications Officer (DCO) reports to the Communications Manager and has overall responsibility for the website, social media and email communications.

- **CONTENT:** Through the content planning process, plan and deliver the content of the website, social media and email.
- **WEBSITE:** Develop SAT-7's website www.sat7uk.org as an inspiring platform to raise profile, income and engagement. The DCO is responsible for the development, functionality, maintenance and uploading of content, for ensuring consistent messaging, branding and tone of voice for the intended audience and that all content and images conforms to brand and style guidelines, and for security and data policies.
- **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 that meet SAT-7's brand guidelines and conform to industry standards.
- **SOCIAL MEDIA:** Develop the strategy for and oversee all social media platforms including reviewing analytics for the different platforms. Work closely with the Communications and Press Officer to deliver a strong social media presence across various platforms, producing content for Facebook and Instagram.
- **MARKETING:** Oversee digital marketing of SAT-7 resources and campaigns through social media advertising, external agencies and other channels as required, to acquire new supporters and 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 Relationships 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 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 Missions, Values and Beliefs.
- To maintain own spiritual development and relationship with God e.g. through individual prayer and reflection days.