



**DIGITAL CONTENT AND  
COMMUNICATIONS  
OFFICER**

**SAT-7 UK**

**APPLICATION PACK**



## **SAT-7 UK is looking to recruit a Digital Content and Communications Officer 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 Content and Communications Officer  
**Location:** Based at our Chippenham office (flexible working considered)  
Candidates should have the right to work in the UK.  
**Salary:** £23,000 to £29,000 per annum pro rata  
**Contract term:** Permanent  
**Hours:** 22.5 hours per week (flexible working considered)  
(Open to increased hours during a maternity cover May – December 2024)  
**Annual Leave:** 25 days (pro rata)  
**Closing Date:** 4 May 2024

### **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 millions of viewers in 25 countries, broadcasting 365 days-a-year, we are showing God's love to the Middle East and North Africa.

**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.

## JOB DESCRIPTION: Digital Content and Communications Officer

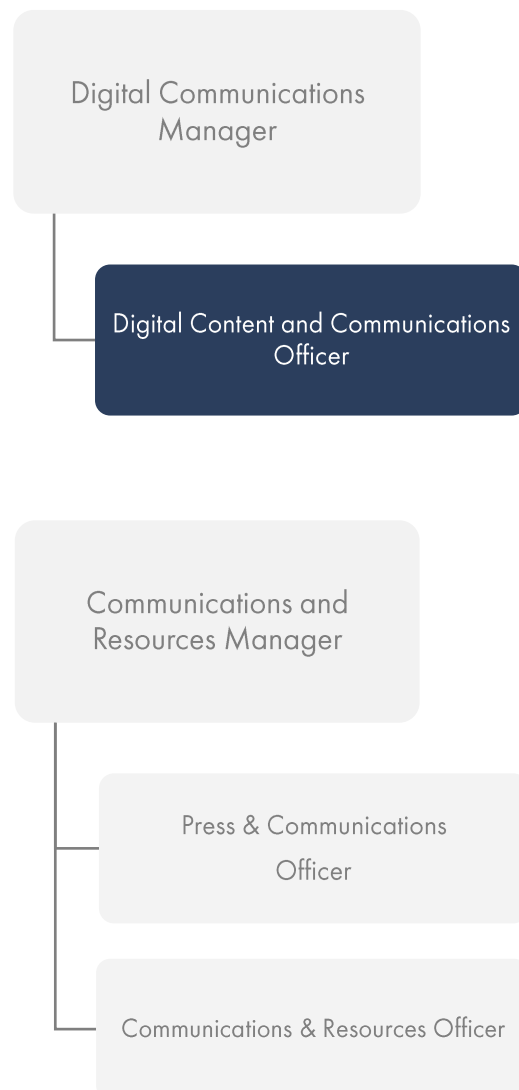
The Digital Content and Communications Officer (DCCO) reports to the Digital Communications Manager and has responsibility for the SAT-7 UK website, digital marketing and social media.

### KEY RESPONSIBILITIES

- **Website:** Developing and updating SAT-7's websites [www.sat7uk.org](http://www.sat7uk.org) and [media.sat7uk.org](http://media.sat7uk.org) as inspiring platforms to raise profile, income and engagement.
- **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 (meeting SAT-7's brand guidelines and conforming to industry standards). Use email marketing tool DotDigital to develop automated communications that strengthen supporter engagement and convert recipients into committed donors.
- **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:** Work closely with other team members to deliver strong social media content and engagement across various platforms, chiefly Facebook, Instagram, X, YouTube, LinkedIn.
- **Marketing:** Support the digital marketing of SAT-7 resources and campaigns through social media advertising, external agencies and other channels as required, to engage more deeply with existing supporters and donors, acquire new supporters and to 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 Relationship 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 Digital 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 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 Missions, 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
- Be able to understand and implement design and creative principles
- Experience working with Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Premiere) or similar.
- Experience in using DotDigital (or similar), WordPress (or similar) and social media management tools
- 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 of video editing in Adobe Premiere (or similar)
- 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



**SAT-7 UK**

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