



**SUPPORTER  
ENGAGEMENT OFFICER**

**SAT-7 UK**

**APPLICATION PACK**



## **SAT-7 UK is looking to recruit a Supporter Engagement Officer 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  
Location: Based at our Chippenham office (remote and flexible working considered)  
Candidates should have the right to work in the UK.  
Salary: £22,000 to £28,000 per annum pro rata (based on experience)  
Contract term: Permanent  
Hours: 15 - 22.5 hours per week  
Annual Leave: 33 days per annum pro rata inclusive of bank holidays  
Benefits: Pension scheme (NEST) with minimum 5% employer contribution, flexible working arrangements

### **ABOUT SAT-7**

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.

### **ABOUT THE ROLE**

This is an exciting opportunity for a well-organised and personable individual to help support and build our relationships with individual supporters. We are looking for someone with good administrative and organisational skills to help increase the impact of direct mail (appeals), the development of welcome and regular giving programmes, fundraising projects, and in using personal communications (including phone) to connect with supporters.

Applicants should have excellent communication and implementation skills, enjoy the challenge of working in a growing team at a time of transition, and thrive in the context of a voluntary sector environment. The role requires someone motivated by their Christian faith with a personal interest and heart for the people of the Middle East and North Africa.

SAT-7 UK has grown a faithful supporter base across the UK over the last 25 years. However, we want to reach a new generation – growing our income, influence, and supporter engagement – to increase the impact and reach of our international ministry and programmes across the region.

- Candidates should have the right to work in the UK
- If an informal conversation about the role would help, please email [hr@sat7uk.org](mailto:hr@sat7uk.org)
- Applications are welcome before the closing date, as we may call for interviews and appoint earlier if a suitable candidate is found
- If you do not have experience in all 'key responsibilities', please tell us about the relevant skills and experience you do have, as you will still be considered
- There is an Occupational Requirement, in accordance with the Equality Act 2010, for the position to be filled by a committed Christian

The SEO role reports to the Fundraising Manager and will make a real difference to the lives of millions of people in the Middle East and North Africa by raising income and deepening understanding and engagement from individual supporters across the UK.

The role sits within the newly formed Fundraising and Impact Team, which has two other staff members; the Fundraising Manager and a Grants and Impact officer.

The team is responsible for income from individuals, including mid-high value donors (up to £5,000), grant making bodies and developing relationships with UK-based NGOs. It is also responsible for developing (with the international office) the area of 'impact reporting' for core activities and for other teams across the organisation e.g. major donor and church partners reporting.

The team sits within the External Engagement Department, covering areas such as communications, publications and resources, press and media, digital marketing, church engagement, and volunteers. Teams work closely together on shared activities to ensure that the strategy is connected and delivers a coherent public message, maximising every potential opportunity to increase income and deepen understanding and engagement. Other office staff include those focused on operations and finance, as well as a small Development Team engaging with major donors.

## **KEY ACTIVITY AREAS**

The SEO role is responsible for supporting the Fundraising Manager to increase income from existing and new supporters. To achieve these outcomes, the team is responsible for overseeing the welcome and care of supporters / donors, sending of direct mail appeals, the growth of regular giving (joy bringers), direct donor communication programmes (especially by telephone), legacy messaging, fundraising events, and fundraising projects e.g. sponsored events.

## **KEY RESPONSIBILITIES**

- Support the High Level Donor (HLD) touchpoint plan, by ringing supporters on a weekly basis
- Track and record communications with prospects and donors in the supporter database
- Use the database to identify and research HLD prospects
- Contribute to the delivery of direct marketing campaigns (supporter and external appeal mailings), including preparing appeal briefs, kick-off meetings, liaising with colleagues, external copywriter and external agency/ mailing house

- Work with the team to develop and grow the joy bringer (regular giving) programme, especially through the use of new data insights, reporting, anniversary gifts, and online events
- Ensure individual supporter relationships (including HLDs) are appropriately managed, thanked and asked – focusing on quality and timely communications (according to patterns of giving and engagement)
- Support key supporter/donor care management processes and programmes, including the ongoing development and effectiveness of the Welcome Process
- Support the expansion of digital fundraising campaigns
- Support the development of other fundraising opportunities, including legacies / in-memoriam giving, emergency appeals, and projects e.g. for supporter sponsored events

## **GENERAL RESPONSIBILITIES**

- Maintain accurate and up-to-date records especially on SAT-7 UK's CRM system (Blackbaud NXT)
- Support the Fundraising Manager in using data to analyse insights and to produce reports and recommendations for the Executive 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 clients to enable the smooth running of mailings
- Work with team colleagues to devise and implement strategies for growing key and new areas of income, influence and engagement
- Liaise with SAT-7 staff from other offices to share ideas and resources as directed
- To assist the Fundraising Manager 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, and especially ensure compliance with the Fundraising Regulator Code and GDPR 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
- Committed and growing Christian, passionate about changing the world and being a part of God's mission

## **ABOUT YOU**

### Essential Skills and Abilities Required

- Educated to A Level standard or equivalent with excellent interpersonal and organisational skills
- Computer literacy (e.g. MS Office 365, Word, Excel, Outlook, PowerPoint) plus use of supporter CRM databases (e.g. Blackbaud NXT)
- Confident in being able to speak directly to supporters by telephone/face to face and in reflecting personal Christian beliefs with supporters
- Ability to work under pressure, manage time effectively, prioritise and work to deadlines
- Thorough attention to detail e.g. in all letters/documents produced
- Experience in dealing with external/third party agencies

### Desirable Skills and Abilities

- Degree level education
- Two years' experience in a charity fundraising, communications or marketing role
- Understanding of the Christian international mission / development sector
- Using personal communications (especially the telephone) to connect with supporters
- Using data insights to increase the impact of fundraising
- Knowledge and experience of the Middle East and North Africa (training will be given as required)

## **WORKPLACE BENEFITS INCLUDE**

- 25 days paid holiday pro rata (+ bank holidays)
- Pension scheme (NEST) with employer contribution of 5%, increasing with length of service
- "My Discounts" discounts & rewards scheme
- International travel opportunities
- Flexible working arrangements

### **SAT-7 UK**

PO Box 3941, Chippenham, SN15 9HQ

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