

Make a **Premier** lasting Impact

Radio Fundraising Producer





JOB TITLE	Radio Fundraising Producer
DEPARTMENT	Fundraising
LOCATION	London
HOURS OF WORK	21 hours per week (Part time)
CONTRACT	Permanent
SALARY	£38,000 pa (£22,800 pro rata)
REPORTING TO	Director of Content

Premier is on a mission to help people encounter God through media and experience renewal.

Role Overview

Premier, Europe's largest Christian Media organisation, is seeking a **Radio Fundraising Producer** to play a vital role in supporting our mission to connect people with God through media.

You will take the lead in producing and directing both live and pre-recorded fundraising appeals across Premier's three stations, working closely with presenters, stakeholders, and clients to deliver engaging and emotionally resonant broadcasts.

You'll be hands-on in crafting compelling running sheets, managing live production flow, and coaching on-air talent to maximise impact. Your role will also include editing and packaging audio content, overseeing technical standards, and coordinating the production schedule, all while maintaining compliance with Ofcom regulations and upholding Premier's high standards of quality and equality in every broadcast.

You'll be directly contributing to Premier's ability to help listeners deepen their Christian faith. If you have a strong background in broadcasting, with an interest in creating compelling stories to encourage donations this role could be for you!

Duties and Responsibilities

- Produce and direct live and pre-recorded content across Premier's stations, ensuring broadcasts are emotionally engaging, professionally managed, and deliver strong fundraising results.
- Create or brief for audio imaging for all campaigns
- Assist in the creation of presenter 'playbooks' for each appeal
- Collaborate with presenters, stakeholders, and clients to craft compelling on-air moments, coach talent for effective delivery, and tailor messaging to strategic goals and audience needs.
- Monitor and optimise real-time campaign performance, adjusting messaging, managing timing, and ensuring seamless content flow for maximum fundraising impact.
- Oversee the production and technical quality of all fundraising audio, including editing, packaging, and scheduling, while upholding Ofcom regulations and Premier's standards of quality and equality.

Why Join Premier?

- **Mission-Driven Work:** Make a tangible impact by contributing to a mission that reaches millions worldwide.
- **Dynamic Team Culture:** Join a supportive, creative, and passionate team that values innovation and collaboration.
- **Growth Opportunities:** Benefit from ongoing professional development in a role where your contributions are truly valued.

Job Description / Person Specification

Purpose of the role

As Premier's Radio Fundraising Producer, you play a vital role in supporting our mission to connect people with God through media. You will drive the success of Premier's on-air fundraising campaigns by producing, directing, and optimising live and pre-recorded appeals that inspire our audience. By collaborating with presenters, clients, and stakeholders, you ensure every broadcast is compelling, high-quality, and strategically aligned with Premier's mission and goals. This role is key to maximising fundraising outcomes, delivering powerful stories and impact audio, and upholding Premier's commitment to excellence and compliance—enabling the ministry to engage audiences and secure vital support for its ongoing work.

Tasks and duties

Internal Radio Fundraising Production

- Produce and direct live radiothon segments or regular fundraising appeals
- Work closely with presenters to deliver engaging, emotionally compelling fundraising moments
- Monitor real-time performance (donation volume, calls) and adjust messaging live
- Cue content, manage timing, and maintain a professional broadcast flow
- Assist in the capture of learnings and insights.
- Coach presenters as needed for on-air delivery.
- Work closely with stakeholders to deliver Premier's strategic goals.
- Review and implement the use of impact audio from on-air appeals.
- Manage the On-Air Testimony Producer who only works during appeal weeks/days to secure live phone calls from donors.
- Arrange production and traffic scheduling for on-air appeals.

Client Campaign Production

- Produce all live and pre-recorded fundraising segments for client campaigns on Premier's three stations
- Meet with clients to understand brand tone, story priorities, and donor messaging
- Create or refine running sheets tailored to each client's campaign goals
- Edit and package audio (testimonials, stories, client spokesperson clips) for broadcast
- Coach client spokespeople for on-air delivery
- Ensure technical quality: audio standards, pacing, timing, smooth transitions

General

- To ensure that Premier follows Ofcom regulations for all on-air fundraising appeals.
- To ensure that Premier's commitment to quality and equality in dealing with members of staff and the general public is delivered at all times.

Qualifications and experience

- Proven experience in radio production and delivering promotions.
- Able to demonstrate success in working with external consultants and content teams to deliver successful campaigns (this may be through promotions)
- Excellent knowledge of Microsoft Outlook, Excel, Word, and other regularly used applications.
- Working experience of radio broadcast and editing systems
- Ideally, some experience of advertising, marketing or fundraising functions.
- Experience of driving a radio studio desk would be an advantage.
- The post-holder will work in a Christian environment and will deal with Christian organisations and ministries for most of the time, therefore it will be necessary for the post-holder to have a Christian faith.

Other requirements

- Hybrid working - the post holder will work from home some of the time and will need to attend Premier's London office in line with the requirements of the role.
- Flexibility around working hours with increased availability during radio appeals.

Personal qualities/ key attributes/ skills

- Deeply committed to Premier's mission.
- Excellent communication skills, written and oral.
- Excellent team working skills.
- Ability to confidently present Premier on-air appeals to potential charity partners.
- Proven project management, multi-tasking, prioritising and organisational skills.
- Ability to work under pressure and good time keeping.
- Confident and willing to lead when appropriate.
- Self-motivated and excellent at initiating and implementing tasks independently.
- Flexible in responding to challenges and changes, maintaining effectiveness under shifting conditions.
- Collaborative and skilled at building strong relationships across departments and with external partners.
- Strong understanding of the Christian community and personal understanding and experience of the Christian faith. This understanding will enhance the effectiveness of communication strategies and fundraising efforts.

This job description is not exhaustive. It acts as a guide and may be amended to meet the changing requirements at any time after discussion with the postholder.



Premier's Strategic Priorities

Throughout its history, Premier has consistently been at the forefront of innovation, breaking new ground despite challenges and opposition. In today's fiercely competitive market and challenging cultural landscape, technology provides us with new avenues to reach and serve spiritually hungry people globally.

Premier's dedicated team, strong market position, solid reputation, and innovation form a robust foundation for future growth. This strategic direction sets the overall course and objectives for our organisation.

It is crucial for each Premier team member to understand how their role contributes to our strategic direction on a day-to-day basis. We want our employees to see the bigger vision and know why their contributions matter.

Premier's Culture

The way we behave towards others and our work impacts whether or not we are effective. Ultimately, our culture is shaped by our Christian ethos. Our history as a media organization has also shaped us in a uniquely dynamic way. When we use our values to make decisions, we make a deliberate choice to focus on what is important to us.

When our culture is embodied in our actions, it creates the environment for successful performance, sets the tone for other employees and helps to provide the best experience to those we serve.

Premier's Values

Honest	We tell the truth, admit mistakes and share credit
Loving	We serve, look after, forgive and encourage one another
Excellent	We create top quality work and strive to get things right
Creative	We find innovative ways to achieve our mission and solve problems
Dynamic	We adapt quickly to changing circumstances