

Job Description

About Premier

Premier is the UK's Christian Media Mission Agency. We exist to help people encounter God through media and experience renewal.

Ultimately, we believe encountering God transforms us into the image of Christ, which is the destiny of all believers. We want to catalyse renewal in the nation through renewal in the Church, by the renewal of individuals transformed into the likeness of Christ.

Premier's Approach

We aim to lead people to an encounter with God through thoughtful content, accessible distribution, and effective communication strategies. Our content is rooted in Biblical truth and serves Christians from all backgrounds, addressing real-life issues head-on. We ensure quality delivery by using the best technology and the most convenient platforms, supported by impactful campaigns and strong brands designed to engage our audience.

Our decision-making process begins with listening - to the Holy Spirit, our audience, and each other - and is guided by wisdom, strategy, data, and God's word. We focus on what bears fruit, pruning what does not, and rely on a talented team of employees, advisers, and partners working together.

Through a dual transformation approach, we strive to both maximise and enhance our current work, while actively exploring new ways to innovate for the future.

Premier's Culture

Ultimately, our culture is shaped by our Christian ethos and our role as a media organisation. 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 success, sets the tone for our organisation and helps to provide the best experience to those we serve.

Premier people are ...

- 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





For the world.
For you.

Job Title:	Outbound Calling Representative
Department, Team:	Support Services
Location:	Crowborough Office
Contract type:	Permanent
Working hours:	Full-time Monday: 11am – 7pm Tuesday / Thursday: 12pm – 8pm Wednesday / Friday: 10am – 6pm Saturdays (2 per month) 11am – 5:30pm <i>Time off in lieu will be given for each Saturday worked.</i>
Reporting to:	Team Leader

Purpose of the role

This versatile and dynamic role is truly at the heart of Premier’s strategy to build long-lasting relationships with its supporters. Using your excellent telephone manner, you will seek to encourage, inform, and gain support for Premier’s ministries by phone. Whether it’s a new Direct Debit donation or a new magazine subscription, you will take people further on their journey of engaging with our content and ministry.

Scope of the role

- Outbound and Inbound Supporter Engagement**
 Engage with Premier supporters and potential subscribers through proactive and responsive phone conversations, fostering positive relationships and advancing their giving journey.
- Data and Compliance Management**
 Ensure the integrity, security, and accuracy of supporter and financial information in line with data protection standards.
- Professionalism, Performance, and Teamwork**
 Demonstrate professionalism, uphold Premier’s values, and contribute to personal and team success.



Duties and Responsibilities

Outbound and Inbound Supporter Engagement

- Use a hands-free click-to-dial system to make outbound calls to a range of Premier supporters
- Follow a Call Guide with scripts to steer each conversation.
- Seek to progress supporters' giving journeys by asking for regular monthly gifts, increases, or reinstatements.
- Use time-sensitive offers to obtain new magazine subscriptions or renewals.
- Occasionally receive incoming donation calls in response to appeals.

Data and Compliance Management

- Securely add, update, and maintain financial details in accordance with data protection requirements.
- Ensure contact information and contact preferences are accurate and up to date.
Secure permissions to contact supporters through as many channels as possible

Professionalism, Performance, and Teamwork

- Work towards Key Performance Indicators as agreed with your line manager
- Maintain a clear, professional, and positive telephone manner, ensuring everyone is spoken to with respect and patience.
- Answer supporter queries accurately and honestly, reflecting our Christian values

Note: 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.

Person Specification

Qualifications and experience

Essential:	Desirable:
<ul style="list-style-type: none"> • Five GCSEs (grade C or above) or equivalent, including English and Mathematics 	
<ul style="list-style-type: none"> • Experience in telemarketing or fundraising is not essential but would be an advantage 	
<ul style="list-style-type: none"> • Excellent communication skills 	
<ul style="list-style-type: none"> • Team working experience 	
<ul style="list-style-type: none"> • Proven administration, multi-tasking, and prioritising skills 	
<ul style="list-style-type: none"> • IT literacy in Microsoft Office 	

Skills and abilities

Essential:	Desirable:
<ul style="list-style-type: none"> • Friendly personality - naturally enjoys engaging with people 	
<ul style="list-style-type: none"> • High level of commitment and dedication 	
<ul style="list-style-type: none"> • Good telephone voice - communicates clearly with warmth and compassion 	
<ul style="list-style-type: none"> • Empathetic - instinctively knows how to relate and respond 	
<ul style="list-style-type: none"> • Brave - has the confidence to steer conversations and ask for financial support 	
<ul style="list-style-type: none"> • Resilient - not easily upset or discouraged 	
<ul style="list-style-type: none"> • Positive and self-motivated 	
<ul style="list-style-type: none"> • Willing to learn and quick to adapt 	
<ul style="list-style-type: none"> • Energetic and able to work in a busy, high-pressured environment 	

Other requirements

- The post-holder must demonstrate a commitment to Premier's mission to help people encounter God through media.
- The post-holder will work in a Christian context, and you will need to have a respect for, and sympathy with, the Christian faith and its values.
- Premier staff are required to regularly attend all-staff meetings and devotions where we share what God is doing through Premier and spend time praying for our work.
- Premier's Hybrid working approach allows staff on 'hybrid' contracts, by agreement with their line manager, to split their working time between their home and Premier's offices. The amount of time working in each location will be based on the requirements of the role. There are a number of occasions each year when all staff are required to meet in person e.g. Summer and Christmas gatherings.

Make a **Premier**
lasting Impact

