



Mercy Ships

A lack of safe surgical capacity causes more deaths worldwide than malaria, TB and HIV combined. Mercy Ships is transforming the face of medical care in developing nations through its world class volunteer crew. We're looking for people to join our team in the UK who have a passion for our cause, the skills to be part of a global movement and the drive to see even more lives transformed – Joanne Balaam, CEO Mercy Ships UK

Mercy Ships is a faith-based charity, bringing safe surgery to people in Africa who have no access to healthcare or money to pay for it. For over 40 years Mercy Ships has visited more than 55 developing nations. Passionate to serve those in need and to leave a lasting impact for the future of those we serve. Our volunteer crew represent our organisation onboard through excellence and diligence. 16 Mercy Ships offices around the world work on fundraising, recruitment and public relations

Mercy Ships UK

The UK provides over 100 specialist volunteers to crew the hospital ship 'Africa Mercy' each year, and provides financial resources for surgeries, healthcare, education and local partnership – bringing immediate relief to thousands of individuals and leaving a sustainable legacy of hope and healing in every nation we visit.

Values

Mercy Ships was founded on radical compassion. By his own action, Jesus inspired us to imitate God's heart for those marginalised by poverty and disease. Mercy Ships is a diverse community made of people from all walks of life, practically demonstrating love that makes a lasting impact.

Impact

- Over **2.8 million** lives have been transformed by our work since 1978, an average of **66,000** services offered per year
- We have completed more than **1,100** community development projects including the reconstruction of schools, clinics, orphanages, water wells and agriculture programmes. Providing local training and infrastructures to enable and sustain their future success.
- We have trained more than **6,600** local professionals (including surgeons) who have in turn trained many others, over **255,000** local people, in basic healthcare
- Our hospital ship proudly boasts a purpose-built hospital including **six** state-of-the-art operating theatres, intensive care, and we are in the process of building a second ship to more than double our capacity.
- We have provided care in over **55** of the world's poorest developing nations.

I applaud Mercy Ships in their efforts of transformational development as they make a lasting difference in a world of need

**NELSON MANDELA,
FORMER PRESIDENT, SOUTH AFRICA**

Communications Manager

Main Work Base	12 Meadway Court, Stevenage SG1 2EF
Hours of work	Full time (37.5 hours plus unpaid breaks)
Contract	Permanent
Salary Band	£34K - £38K
Line Manager	Chief Executive
Direct Reports	<u>Internal:</u> Graphic Designer Writer/Content Creator Digital Marketing Coordinator <u>External:</u> Digital Marketing Agency PR & Media Consultant
Benefits	<ul style="list-style-type: none"> • 25 days annual leave, plus bank holidays • Christmas shutdown • Up to 7% Employer pension contribution • Travel and training loans • Free parking onsite • Childcare vouchers • Flexible work approach

Main Purpose

This role offers an exciting opportunity to manage a newly restructured department, with a clear focus on implementing our Strategic Communications Plan. We are looking for an experienced and proactive Communications Manager to join us at a time of growth and opportunity to help lead in the organisation's brand image, campaign impact and fundraising potential. The role is vital to the successful delivery of Mercy Ships UK strategy and provides the opportunity to help craft the internal and external communications that define our image. You will work in collaboration with, and manage a range of staff and agencies to, support, develop and grow high-profile Christian and mainstream media partnerships. You will be expected to coordinate and deliver innovative inspiring and creative communications. Experience in line management, project management, social media, marketing functions management and knowledge of PR and media are essential.

Main Responsibilities

Communicate Mercy Ships' values and key messages to internal and external stakeholders, oversee and coordinate the delivery of highly effective marketing campaigns and events.

External communications

- Ensure a consistent approach to the development of the Mercy Ships UK image and manage the development of the organisation's key messages
- Work closely with the fundraising team to ensure an integrated approach to fundraising activities that maximises opportunities to engage with supporters, corporate partners and volunteers to ensure greatest impact and engagement
- Develop, implement and monitor communication plans for specific projects and campaigns, setting clear objectives to enable evaluation processes to assess their effectiveness
- Contribute to the overall vision, and management of, content for the website, publications and social media platforms
- Manage projects to ensure content is publication-ready by agreed deadlines
- Work with external agency to build relationships with key media players to secure and increase online and offline coverage

Internal communications

- Create positive internal communication materials and develop initiatives to foster positivity, optimism, team building and awareness
- Develop internal processes and a tactical communications plan to implement the Strategic Comms Vision, coordinating the integration cross department
- Ensure clear focus on both volunteer recruitment and fundraising across all products and media
- Define and control KPIs for each communication channel, including social media audits, and oversee their levels of success
- Line-manage a team of 'experts', bringing support and direction, whilst operating as the 'editor'
- Keep informed on latest industry communication tools and regularly view landscape of existing content provided

- Other duties as are within the scope, spirit and purpose of the job as requested by the line manager or Chief Executive
- Post holder will actively follow Mercy Ships UK policies
- Maintain confidentiality in all areas of work at Mercy Ships UK and International.

As duties and responsibilities change, the job description will be reviewed and amended in consultation with the post holder

Person Specification

Attribute	Essential	Desirable
Education/ Qualification	<ul style="list-style-type: none"> Educated to degree level or equivalent relevant experience 	<ul style="list-style-type: none"> Specialist qualifications or courses in fundraising, marketing
Proven Experience	<ul style="list-style-type: none"> An in-depth understanding of the Christian sector Strong line management experience At least 3 years' experience of delivering communication strategies in the charity sector Project management and the ability to coordinate and schedule projects so they deliver on time and on budget Experience of working with the media to raise awareness and profile of an organisation and drawing insight and making recommendations for optimising and influencing the design of future campaigns Ability to influence individuals at all levels, internally and externally 	<ul style="list-style-type: none"> Experience of faith sector communications Experience of working in a media/press team with excellent working knowledge of digital and traditional media channels Strong news sense and ability to convey complex messages to multiple audiences
Skills & Abilities	<ul style="list-style-type: none"> Good organisational and time management skills Excellent verbal and written communication skills Ability to edit inspiring and fact-checked copy for print and online Solid knowledge of Google Analytics, Google AdWords, PPC, programmatic, paid and organic SEO, general PR and media Excellent editorial ability to understand what content works for different channels and audiences 	<ul style="list-style-type: none"> Good business acumen Experience of working across multiple teams with multiple stakeholders to provide intel and content Understanding of copyright and other regulations surrounding communications content
Personal Qualities	<ul style="list-style-type: none"> Able to actively support, promote and encourage Mercy Ships' mission and values Tactful, friendly and calm under pressure Possess strong interpersonal and communication skills Confident, resilient, tenacious and collaborative in your approach 	<ul style="list-style-type: none"> Flexible and agile approach to working in a developing and growing team environment

How to apply:

To join us in transforming the lives of the forgotten poor:

- ✓ Send a CV and covering letter to careers@mercyships.org.uk by 1st December 2020

Equal opportunities

Mercy Ships UK is an equal opportunities employer. We welcome applications from all individuals and value diversity in our workforce.

DBS Check:

Candidates will be asked to declare any 'unspent convictions.' Further information can be found here: https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/216089/rehabilitation-offenders.pdf

Eligible roles may require a Disclosure Barring Service (DBS) check:

https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/519060/Guide_to_eligibility_v8.1.pdf