



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 belief 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. Over 40 years, Mercy Ships has visited more than 55 developing nations. We are 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.

In 2020 Mercy Ships launched the Global Mercy, the first purpose build, civilian hospital ship. The Global Mercy will be on her way to Africa in 2021 with a PR-stop in Rotterdam, the Netherlands. Our newest vessel will more than double our impact in providing surgical care for the most vulnerable and medical training for health care professional

Mercy Ships UK

The UK provides over 400 professional volunteers to crew the world's largest charitable hospital ships 'Africa Mercy' and 'Global Mercy', as well as providing 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 by Don and Deyon Stephens in 1978, with a vision to follow the model of Jesus, bringing hope and healing to the world's forgotten poor. 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, integrity and excellence to make 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 **1,110** 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.
- Trained more than **6,600** local professionals (including surgeons) who have in turn trained many others, over **252,000** local people, in basic healthcare.
- Our hospital ship proudly boasts a purpose-built hospital including **five** state-of-the-art operating theatres and 80 patient beds.
- 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**

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PR Media Coordinator

Main Workbase	12 Meadway Court, Stevenage SG1 2EF
Hours of work	Full time or Part-time considered (minimum 20 hours per week)
Contract	Permanent
Line Manager	Communications Manager (Dotted line to Global Brand Director in Head Office, USA)
Salary (Band C1-2)	£25K - £29K
Benefits	<ul style="list-style-type: none">• 25 days annual leave + bank holidays, increasing + 1 day with each year of service, up to 30 days annual leave• Christmas shutdown• Up to 7% Employer pension contribution• Travel and training loans• Free parking onsite• Childcare vouchers

Main Purpose

Within a newly restructured department, this is an exciting role taking main responsibility for planning and executing media relations initiatives. Proactively seeking out opportunities to drive fundraising and increase the general public engagement. To involve our storytellers and thought leaders on relevant and timely issues of public interest. You will possess a great 'news sense' and ability to think creatively to get 'cut through' in the media and will be able to jump on and maximise opportunities.

Working across our USA based, Global Brand Team, and the UK team, you must have an interest in working with consumer media, have experience of working with national press and planning large public-facing campaigns and the desire to work in a fast-paced team committed to making a difference.

Main Responsibilities

- Cultivate relationships with national & International media outlets to drive visibility of the brand.
- Create and maintain media contact lists.
- Develop and implement creative methods to seize targeted opportunities.
- Research, develop and execute media placement in line with Media Strategy
- Develop and pitch news and stories to the media.
- Draft press releases, briefings, talking points, and other written content.
- Utilize tools for research to help inform media placement decisions.
- Plan and coordinate media events and manage media relations activities.
- Track and analyse media metrics.
- Assure positive reviews, glowing recommendations, and interest in the brand.
- Work with agency partners.
- Coordinate planning and messaging with social media teams to ensure consistency.
- Keep informed about trends and translate relevant developments into adapted plan of action.
- Work in collaboration with Global Brand Team based in Texas to maximise visibility of the brand related to the Global Mercy Europe visit, with a dotted line report to the International Media Liaison.

- 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"> Relevant degree or equivalent media relations or qualification/s and experience 	
Proven Experience	<ul style="list-style-type: none"> 3 or more years as a media liaison, PR officer or brand buzzer Experience of liaising with PR agencies, the media and journalists Organising and delivering high profile engagement events 'News Sense' and able to 'sell' stories 	<ul style="list-style-type: none"> Worked within the charity sector Worked within a smaller team where collaboration and flexibility is needed Developed media stories across international Comms teams
Skills & Abilities	<ul style="list-style-type: none"> Able to collaborate across teams Ability to project manage multiple work flows Able to communicate with a variety stakeholders from all backgrounds and sectors 	<ul style="list-style-type: none"> Able to create social media adverts Experience and skills in SEO copy and techniques Relevant coding skills (eg Mailchimp and/or Pardot code writing)
Personal Qualities	<ul style="list-style-type: none"> Honesty, integrity and a passion to serve others An eye for detail Creative and innovative, with a passion for driving brand awareness Self-starter / self-motivated Calm and professional under pressure Adaptable and positive approach 	<ul style="list-style-type: none"> A good awareness and passion for development work within sub-saharan Africa.

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 10th 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