



"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

Head of Communications

May 2022



Introduction

**from Joanne Balaam,
Chief Executive Officer**

Thank you so much for your interest in the role of Head of Communications at Mercy Ships.

I have worked at Mercy Ships since 2016 and took up the role of CEO in 2020 and I love what we do. It's a tremendous privilege to work in a significant organisation in world mission and social action.

Our ships take medical expertise and supplies to help eradicate the diseases of poverty and deprivation, giving others life and wellness instead of death and debilitation. It's so wonderful to see the changes in people's lives, both adult and children, and to witness how love changes things.

Our goal is not only to have a transformational impact on individual lives through the healthcare we provide but also to see a lasting impact on the societies and communities that have been involved. Sharing our skills and knowledge with local medical experts enables them to contribute directly to the improvement of healthcare delivery in their country long after we have left.

As we launch our five year strategy, we are adding several roles to help us achieve our ambitious targets. We are looking to increase our income, and engage with new supporters, to maximise the opportunity to double our impact that the arrival of *The Global Mercy* brings. We will be able to help more patients and train far more healthcare professionals, and need a team to enable us to deliver this.

Here in the UK we are a committed team of 24+ people working in a variety of hybrid ways. We have high standards for working together (see our behaviours on page 3) and love to challenge one another to do better. We are an agile and high-performing team, motivated by shared success. A key focus in 2022 is organisational development, working hard to identify and build strong culture across the existing team and our new colleagues.

We are looking to develop our management team with a strong and inspirational leader who shares our vision, passion and commitment, to take on the role of Head of Communications. This is a role for someone who is energised and motivated by our vision to double income in the next five years, who has great interpersonal skills and is ready to bring positive, kind leadership to the organisation.

If this tremendous opportunity interests you, and if you believe you have the skills and passion to succeed in this role, then we would love to hear from you.

Details of how to apply are given at the end of this pack. If there's anything that's unclear or you have any specific questions or concerns, please don't hesitate to contact Mercy Ships for an informal chat.

I am really looking forward to hearing from you.

**Joanne Balaam,
Chief Executive Officer**



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.
- We have 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 purposebuilt 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.



Our Mission

Mercy Ships follows the 2,000 year-old model of Jesus, bringing hope and healing to the world's forgotten poor.



Our Vision

Mercy Ships uses hospital ships to transform individuals and partner with nations.



Our Values

Following the model of Jesus, we seek to:

- Love God
- Love and serve others
- Be people of integrity
- Be people of excellence

Our work Mariama's Story

Mariama is a lively and healthy baby, but a severe facial cleft strained her joyful smile. This facial cleft affected 7-month-old Mariama's lip and nose, making it difficult for her to eat and causing her parents to worry about their child's future.

Since paediatric services capable of treating baby Mariama's condition were not available near the family, local doctors directed her father to Senegal's capital city in hopes of finding help.

It was there that he heard about a hospital ship capable of providing healing for his little girl.

Soon after, Mariama received an operation onboard the *Africa Mercy* that corrected her cleft lip. After surgery, Mariama and her family stayed at the HOPE Center, where her mother learned how to make nutritional baby formula and learned about the importance of nutrition for her child. Now, Mariama is home with her family, happy and healthy!





History of Mercy Ships

Founded in 1978 by Don and Deyon Stephens, Mercy Ships has worked in more than 55 countries, providing services valued at more than £1.3 billion. By improving healthcare delivery in every country visited, Mercy Ships is working to eradicate the diseases of poverty. Mercy Ships follows the model of Jesus by “bringing hope and healing to the forgotten poor”, helping people of any faith or none.

Mercy Ships delivers a customised five-year partnership model with every country it is invited to support. Relationships are built with the national government and ministry of health, so that the specific needs of each country are met; we work to strengthen the country’s healthcare systems and drive policy change.

The aim is to tackle the root causes of the problems rather than just the consequences.

Mercy Ships UK (a key member of the Mercy Ships global partnership) was founded in 1996. We currently have one ship (*The Africa Mercy*) active and in service with another (*The Global Mercy*) being equipped and prepared.

Behaviours



1. We put beneficiaries first

Our performance impacts lives, so we strive for the very best results.



2. We are open to challenge

We challenge current norms, ideate, create and develop.



3. We expect the best

We consistently seek the best in and for others.



4. Together in everything

We are a relationally-driven team.



5. Effective Interaction

We communicate with clarity and purpose.

Role Description

Head of Communications

Main Workbase: 12 Meadway Court, Stevenage SG1 2EF

Hours of Work: Full time (37.5 hours plus unpaid breaks)

Contract: Permanent

Salary Band: £45K-£53K depending on experience

Line Manager: Chief Executive Officer

Line Management Responsibility: Graphic Designer, Writer/Content Creator, PR & Media Coordinator

Benefits:

- 25 days annual leave + bank holidays, increasing + one 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

Main Purpose

We are looking for an experienced and proactive Head of Communications to join us at a time of growth and opportunity to help lead in the organisation's brand image and development.

This role is vital to the successful delivery of Mercy Ships UK five-year strategy to double income, overseeing the internal and external communications to define a clear brand in the UK, and continuing to build our profile within our target audiences managing a newly restructured department.

The post holder will be responsible for owning the unique messaging of MSUK, developing a communications and PR strategy that builds profile and understanding in our target audiences, whilst working collaboratively with the Global Brand Team and all UK teams. Overseeing the implementation of UK brand, core messaging and tone of voice within the UK team, developing a team of spokespeople who are trained to act as thought leaders representing Mercy Ships in core media.

Connecting historic data against required outcomes will ensure solid decision-making. The Comms team filter assets coming from Global Brand, ensuring contextualised, 'hot off the press' stories from the ship are timely and relevant to UK audiences. Focus on KPIs and measuring impact will remain critical to the success of the team.

Working in a fast-paced environment, delivering high quality communications for Engagement team

and Development team and reviewing Individual Giving fundraising content to ensure consistent alignment with core brand and messages. Managing multiple workstreams, embracing innovative and inspiring content/design while measuring against target audience.

Demonstrating inclusive and coaching leadership while leading the Communications team, made up of area experts, while setting clear expectations, will require strong communication skills at all levels. Being part of the Senior Management Team, the candidate must lead with integrity and excellence, embracing honest feedback and respecting others, be it the staff, volunteers or patients.



Main Responsibilities

Oversee the communication of Mercy Ships' values and key messages to internal and external stakeholders, develop understanding and alignment within all UK teams, in collaboration with Global Brand Team, and to support the delivery of highly effective PR and marketing campaigns via digital, social and media.

External communications

- Develop a communications and PR strategy to support the organisation's core objectives.
- Develop a thought leadership programme, training staff and trustees in delivering this
- Ensure a consistent approach to the development of the Mercy Ships UK brand image and ensure the organisation's key messages are pillars in all communications
- Work closely to support the Development, Engagement and Individual Giving teams to develop 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 media campaigns, setting clear objectives to enable evaluation processes to assess their effectiveness
- Contribute to the overall vision for our brand content for the website, publications and social media platforms

- Manage the placement of paid print adverts in key publications to support campaigns, messaging and the overall organisation goals
- Manage team resource to ensure content is publication-ready by agreed deadlines

Internal communications

- Create positive internal communication materials and develop initiatives to foster positivity, optimism, team building and awareness
- Manage internal processes to implement the strategic and operational plans, coordinating the integration cross department
- Define and control KPIs for overall brand effectiveness and PR reach
- 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 creating and 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 leading PR strategies and 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 27th May 2022

Don't delay applying as we screen applications on receipt and reserve the right to close early.

**Hope.
Healing.
Transforming Lives.**

Registered Charity No: 1053055. Registered Charity in Scotland No. SC039743.
Company No: 3147724 (England and Wales)

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](#).

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

