



“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

Graphic Designer

April 2023



Introduction

from Joanne Balaam,
Chief Executive Officer

Thank you so much for your interest in the role of Graphic Designer 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 international development.

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.

This is a key role in helping 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 about 30 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 2023 is organisational development, working hard to identify and build strong culture across our team.

If the opportunity to join Mercy Ships interests you, and 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 is anything that's unclear or you have any specific questions or concerns, please don't hesitate to contact Mercy Ships.

I really look forward to hearing from you.

Joanne Balaam

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 infrastructure 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.
- The *Global Mercy* and the *Africa Mercy* are the two largest charity hospital ships in the world, and together hold 11 state-of-the-art operating theatres and 279 patient beds.
- We have provided care in over 55 of the world's 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
- Strive for excellence in all we say and do

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 run the two largest charity hospital ships in the world: the *Global Mercy* and the *Africa Mercy*.

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

Main Workbase: 12 Meadway Court, Stevenage SG1 2EF (Minimum two office days per week, with flexible/homeworking)

Hours of Work: Four or five days per week (up to 37.5 hours plus unpaid breaks)

Salary range: £28,500 – 31,500 per year

Contract: Permanent

Line Manager: Head of Communications

Benefits:

- 25 days annual leave + bank holidays. Annual leave increases one day with each year of service, up to 30 days per year.
- Christmas shutdown (taken from the annual allowance)
- Up to 7% Employer pension contribution.
- Eye care, travel and training loans, and family friendly policies.

Main Purpose

The Graphic Designer uses their creativity and design expertise to inspire audiences to donate to and volunteer with Mercy Ships. They generate creative campaign ideas and design content across digital and print. They uphold and evolve the brand to tell the Mercy Ships story, and ensure content is consistent and carries a hopeful tone.

Main Responsibilities

Design and content creation

- Create designs that tell the story of Mercy Ships and our life-changing work to audiences in the UK, inspiring them to donate to and volunteer with us.
- Work with the Copywriter to generate ideas for integrated campaigns and appeals across the year, with the support of the Head of Communications. As an in-house creative hub, you'll present your ideas to internal teams.
- Design and amend a variety of assets for digital and print, including direct mail letters, adverts, magazines, brochures, reports, email banners, social media content, and other marketing materials. With the Copywriter, ensure that design and copy work together to tell a clear and emotive story.

- Evolve the Mercy Ships UK brand, highlighting the dignity and agency of the incredible people we work with in sub-Saharan Africa. Raise the brand profile by keeping the brand visuals and values at the heart of all comms.
- Contribute to key brand design guidance.
- Use audience insight to vary designs for individual givers, major donors, volunteers, and others.
- Use your knowledge of sector trends and research to shape your design ideas.
- Create content for emergencies, as needed.
- Follow the comms plan and workflow to deliver content on time and to brief.
- Manage print for key comms and marketing materials.
- Provide brand reviews for key comms generated by others.

Collaborating with others

- Work closely with the Communications Team to brainstorm ideas and ensure a consistent brand across digital and print.
- Work with the Comms Coordinator and other internal teams to clarify and respond to briefs, thinking about goals, audience and message.
- Connect with Global and National Office teams to build healthy working relationships and find areas of collaboration.
- Collaborate with a roster of freelancers or agency partners, as needed.
- Contribute to the team culture of creativity and continual improvement.

In addition:

- 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 postholder.

Person Specification

Attribute	Essential	Desirable
Education/ Qualification	<ul style="list-style-type: none"> • Degree in graphic design, or the equivalent experience. 	N/A
Experience, skills and abilities	<ul style="list-style-type: none"> • 5+ years as a designer, with proven ability to create engaging, story-led comms. • Targeting comms, of different tones, to a variety of audiences across print and digital. • Creating content aligned to brand and design guidelines. Experience evolving brand design. • Able to generate and pitch creative ideas. • Working closely with other creatives, communicators and stakeholders. 	<ul style="list-style-type: none"> • Experience of comms in the charity sector, particularly international development. • Experience of creating dignifying and anti-racist content. • Understanding of design for digital platforms. • Experience using review or proofing systems.
Personal Qualities	<ul style="list-style-type: none"> • Open, kind and interested in the wellbeing of others. • Highly creative and a strategic thinker. • A willingness to learn and an ambition for excellence. • Highly organised and able to set clear boundaries around jobs. • Genuine interest in being collaborative. 	<ul style="list-style-type: none"> • An awareness of and passion for international development work in sub-Saharan Africa.



How to apply to join us in transforming lives:

Please send a CV and cover letter detailing your relevant experience and why you want to work for Mercy Ships to:

careers@mercyships.org.uk

by 15th May 2023

Salary range: £28,500 – 31,500 per year

Please submit a design portfolio with your application.

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.

