



Head of Marketing

Now is an exciting time to Mercy Ships UK. With a growing supporter base, a talented staff team and ambitious targets to reach over the next five years, we are looking for a talented Head of Marketing to join our team.

Mercy Ships is a faith-based charity, bringing safe surgery to people in Africa who have limited access to healthcare and little or no money to pay for it. For 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 by working alongside governments, supporting health systems and delivering training within the countries we visit. Our volunteer crew represent our organisation onboard our two ships through excellence and diligence. Sixteen Mercy Ships offices around the world collaborate on fundraising, recruitment and public relations.

Mercy Ships UK

The UK currently raises circa £9 million a year to support Mercy Ships' operations, benefiting from a diverse base of committed funders and partners. As well as providing financial resources for surgeries, healthcare, education and local partnerships, the UK identifies over 400 professional volunteers with medical, maritime and many other skills to crew the world's largest charitable hospital ships 'Africa Mercy' and 'Global Mercy', – bringing immediate

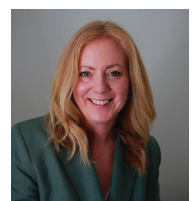
relief to thousands of individuals and leaving a sustainable legacy of hope and healing in every nation we visit.

Values

Mercy Ships was founded by Don and Deyon Stephens in 1978, committed Christians with a vision to follow the model of Jesus, who inspires action and guides 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. While not all of our staff are practising Christians, they all align with and respect the Christian values that underpin Mercy Ships' work.

Approximately 90% of the population in sub-Saharan Africa lacks access to safe and affordable surgical care. On average, there are only 1.8 beds per 1,000 people, and nearly 40% of healthcare settings lack hygiene infrastructure. The need for Mercy Ships is clear – we strive to provide safe and equitable healthcare for those who need it most.

Shelley Pigott,
Executive Director, Mercy Ships UK



Impact

Since 1978, Mercy Ships has brought hope and healing to more than **2.88 million people** through free, life-changing healthcare and training. Our volunteer professionals have performed over **122,000 surgical procedures** and provided more than **556,900 dental procedures** to those in desperate need. Alongside this, we have trained more than **55,500 local professionals** in their area of expertise, equipping them to go on and impact over **252,000 others** within their own communities.

Our commitment extends beyond the hospital ship—we have completed over **1,110 community development projects**, including the reconstruction of schools, clinics, orphanages, water wells, and agricultural programmes. These initiatives ensure sustainable transformation by strengthening local infrastructure and skills for the future.

Today, we have proudly served across more than **55 of the world's poorest nations**, with two remarkable hospital ships:

- **The Global Mercy:** the world's largest civilian hospital ship, featuring 6 state-of-the-art operating theatres, 199 patient beds, the capacity for 640 crew, and a gross tonnage of 37,856.
- **The Africa Mercy:** with 5 fully equipped operating theatres, 85 patient beds, space for 470 crew, and a gross tonnage of 16,572.

Together, these ships represent a unique and powerful force for good, bringing hope, healing, and lasting change to those who need it most.

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 repaired her cleft lip. After surgery, Mariama and her family stayed at the HOPE Centre, 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!



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





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



We put beneficiaries first

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



We are open to challenge

We challenge current norms, ideate, create and develop.



We expect the best

We consistently seek the best in and for others.



Together in everything

We are a relationally-driven team.



Effective interaction

We communicate with clarity and purpose.

Role Description

Main Workbase: 12 Meadway Court, Stevenage SG1 2EF

Hours of Work: Full-time (37.5 hours per week)

Contract: Permanent

Line Manager: Director of Communications and Engagement

Salary: £59,600 per annum (DOE)

Benefits:

- 25 days annual leave + bank holidays, increasing + 1 day with each year of service, up to 30 days annual leave
- Up to 7% Employer pension contribution
- Eye care, travel and training loans, and family-friendly policies
- Access to EPA Wellbeing scheme
- Learning & Development budget. We invest in creative excellence and continuous development, with a dedicated learning budget to support your growth.

Role Purpose

The Head of Marketing will lead Mercy Ships UK's operational marketing function: the engine room that turns fundraising, volunteering and brand priorities into integrated, well-managed campaigns that deliver measurable outcomes. The role exists to ensure that campaigns are planned, briefed, resourced, created, implemented, optimised and evaluated with pace, quality and consistency.

Working closely with Fundraising, Volunteering, Strategic Communications, Communities and Engagement, Digital and colleagues across the global Mercy Ships network, the postholder will translate audience insight, strategic messaging and organisational objectives into compelling campaign activity across digital, print, events, content and supporter journeys.

This is an operational leadership role with significant creative and project-management responsibility. It will lead the team's delivery rhythm, strengthen process and workflow, improve cross-team coordination, support ideation and creative development, and ensure brand, fundraising and volunteer campaigns are delivered to a high standard and with a clear focus on income growth, volunteer recruitment and public engagement.

The postholder will manage and develop a multidisciplinary delivery team, including creative, copy/content, digital marketing and project/traffic management capability, and will work with agencies and freelancers where specialist or peak capacity is required.

Role scope and strategic context

- Lead the operational marketing delivery function, ensuring the team can support more integrated and data-led fundraising, brand and volunteering activity as Mercy Ships UK grows.
- Provide the central campaign implementation capability for strategic brand activity, fundraising appeals, volunteer recruitment campaigns, community engagement initiatives and key organisational moments.
- Create a clearer bridge between strategy and delivery, ensuring strategic messaging, audience insight and brand direction are converted into practical briefs, creative outputs, channel plans and execution schedules.
- Strengthen campaign governance through better briefing, planning, workflow, approvals, budget discipline, performance reporting and post-campaign learning.
- Reduce fragmentation between digital, creative, content and project delivery so that activity is coordinated around shared objectives, audiences, messages and outcomes.
- Build a resilient operational team that can meet rising demand while reducing over-reliance on freelancers for business-critical delivery, retaining external support where it adds specialist value or peak capacity.

Main responsibilities

Operational marketing leadership

- Lead the planning and implementation of integrated marketing campaigns that support fundraising, volunteering, brand and wider engagement objectives.
- Own the operational campaign delivery model, including annual and quarterly campaign planning, clear briefing processes, project schedules, resource allocation, delivery milestones, approvals, launch readiness and post-campaign evaluation.
- Make informed decisions regarding channel investment, campaign prioritisation and resource allocation to maximise organisational impact.
- Ensure that Fundraising, Volunteering, Brand, Communities and Engagement receive proactive, well-structured marketing support that enables campaigns to achieve the strongest possible outcomes.
- Translate strategic campaign objectives and audience insight into actionable delivery plans, creative briefs, digital channel plans, content deliverables and production schedules.

- Lead campaign ideation and creative problem-solving, ensuring campaign propositions are engaging, audience-led, practical to deliver and aligned with Mercy Ships' mission and values.
- Work with the Strategic Communications function to ensure strategic messaging, brand narratives and visual identity are implemented consistently across operational campaigns and assets.
- Ensure campaign work supports Mercy Ships UK's core growth objectives: growing income, recruiting and engaging volunteers, increasing public awareness and improving supporter journeys.

Creative production, content and brand implementation

- Ensure the creative process and production pipeline for campaign assets, including design, copy, content, print, digital, social, email and event materials is fit for purpose for all stakeholders.
- Ensure all outputs are high quality, on brand, accessible, audience appropriate and delivered on time and within agreed budgets.
- Maintain strong quality control over tone of voice, message clarity, calls to action, visual consistency and supporter-facing accuracy.
- Support the development of campaign concepts, storytelling approaches and content plans that can work across fundraising, volunteering and brand-building activity.
- Identify opportunities to repurpose and adapt content across channels and audiences to improve efficiency, consistency and return on investment.

Digital implementation and channel coordination

- Lead the operational integration of digital marketing activity within wider campaign planning, ensuring digital is not treated as separate from campaign delivery.
- Work closely with digital colleagues and agency partners to ensure paid media, SEO, email, social, website content and conversion journeys support campaign objectives.
- Use performance data to inform implementation decisions, testing plans, budget recommendations and optimisation of creative and channel activity.
- Ensure digital campaign implementation captures useful audience, creative, message and channel insight that can inform future planning.
- Support the team's ability to maximise the new website and digital ecosystem as platforms for fundraising, volunteer recruitment, brand awareness and engagement.

Process, project management and operational excellence

- Establish and continuously improve the processes, templates and ways of working needed for effective cross-directorate campaign delivery.
- Lead the team's workflow management, ensuring priorities are clear, briefs are complete, capacity is understood and deadlines are realistic and visible.
- Develop a disciplined campaign operating rhythm, including integrated planning meetings, stage-gate reviews, launch checklists, risk management and post-campaign learning reviews.
- Work with senior colleagues to manage competing demands, agree priorities and protect the team from unsustainable or poorly scoped work.
- Maintain strong budget, supplier and procurement discipline for marketing delivery, ensuring external spend is purposeful, well-managed and aligned to planned outcomes.
- Embed a test, learn and document culture so that successful campaign approaches are repeated, improved and scaled.

Stakeholder collaboration and internal service delivery

- Act as the senior operational marketing partner for Fundraising, Volunteering, Communities and Engagement, ensuring internal stakeholders receive clear advice, realistic delivery plans and high-quality campaign support.
- Build collaborative relationships with key internal teams.
- Balance the needs of multiple internal clients while maintaining clear decision-making, prioritisation and accountability.
- Create clarity around roles, responsibilities, approvals and handover points so campaigns move smoothly from strategy and brief through to delivery and evaluation.
- Represent operational marketing in relevant planning and leadership forums, contributing practical insight into capacity, timing, creative feasibility, digital delivery and campaign performance.

Team leadership and management

- Responsible for leading a team comprising digital, creative, content and project delivery professionals.
- Lead, manage and develop a multidisciplinary marketing delivery team, including creative, content/copy, digital and project coordination capability.
- Build a high-performing, collaborative team culture, creating opportunities for coaching, succession planning and professional development.

- Provide clear direction, coaching, feedback and day-to-day leadership, creating a collaborative, high-performing and values-led culture.
- Manage workload, workflows and capacity planning across the team, escalating risks and resourcing gaps where required.
- Support the progression from a freelancer-dependent model to a more stable in-house delivery model, while retaining flexible external support for peak or specialist activity.
- Oversee external agencies and freelancers, ensuring clear briefs, strong project management, value for money and consistently high-quality outputs.
- Contribute to recruitment, induction and development planning as the team evolves.

Performance, reporting and continuous improvement

- Define and monitor relevant operational marketing KPIs, including delivery timeliness, campaign output quality, channel performance, creative testing, stakeholder satisfaction and contribution to fundraising, volunteering and brand outcomes.
- Work with digital, fundraising and volunteering colleagues to ensure campaign learning is captured and used to improve future activity.

- Provide regular reports and insights on campaign delivery, capacity, risks, opportunities, performance and resource requirements.
- Stay informed about relevant marketing, digital, creative and project-management trends, applying learning where it improves delivery quality, efficiency or outcome.

General duties

- Respect and support Mercy Ships' Christian identity and values.
- Maintain confidentiality and comply with Mercy Ships UK policies, procedures, safeguarding expectations and data protection requirements.
- Undertake other reasonable duties in line with the scope and purpose of the role, as required by the Chief Executive or line manager.
- Participate actively in senior team and cross-organisational activities, contributing to the wider success of Mercy Ships UK.

Key relationships

Internal	External / global
• Director of Communications and Engagement; Head of Communications/Strategic Communications; Fundraising and Supporter Development; Volunteering; Communities and Engagement; Digital Marketing; Creative and Content; Events; Finance; People and Culture; Senior Leadership colleagues.	• Mercy Ships global and National Office colleagues; creative, digital, media and print agencies; freelancers; campaign suppliers; media and platform partners where relevant to delivery.

Attribute	Essential	Desirable
Education/qualification	• Degree or equivalent experience in marketing, communications, digital, creative production, project management or a related field. Evidence of continuing professional development relevant to marketing delivery, digital or leadership.	• Relevant professional qualification such as CIM, project management qualification or leadership/management training.
Proven experience	• Significant experience in a senior marketing, campaign delivery or creative operations role. • Proven track record of delivering integrated campaigns across digital, print, content and/or events. • Experience supporting fundraising, volunteer recruitment, supporter engagement, brand or public-facing campaigns. • Experience managing multidisciplinary teams and external suppliers. • Experience developing workflows, briefing processes, project plans and performance reporting. • Experience using insight and data to improve campaign effectiveness.	• Experience in the charity, faith-based or international development sector. • Experience working with global or multi-stakeholder brands. • Experience managing agency relationships for paid media, creative, digital or content delivery.
Skills and abilities	• Strong operational leadership, planning and project-management skills. • Excellent creative judgement and ability to turn strategy into practical campaign delivery. • Outstanding written and verbal communication skills, with strong copy, editing and briefing skills. • Confident stakeholder management and ability to balance competing priorities. • Strong understanding of digital channels, content production, supporter journeys and campaign optimisation. • Ability to use KPIs, insight and post-campaign learning to improve delivery. • Strong budget awareness and supplier management skills.	• Experience with marketing automation, CRM, project-management tools, analytics dashboards or content management systems. • Ability to contribute to creative ideation, proposition development and audience-led campaign planning. • Practical understanding of AI-enabled marketing tools, content production technologies and automation, with the ability to evaluate their appropriate application.

Person Specification

Attribute	Essential	Desirable
Personal qualities	• Collaborative, inclusive and coaching leadership style. • Delivery-focused and calm under pressure. • Highly organised, proactive and solutions-oriented. • Creative, curious and commercially aware. • Committed to high standards, continuous improvement and clear accountability. • Able to work with integrity, professionalism and discretion. Passionate about Mercy Ships' mission and values.	• Passion for international development, healthcare access and/or volunteer-led mission. • Willingness to occasionally travel, including internationally, where required.



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

Applications will be reviewed on a rolling basis, and the vacancy will remain open until the position is filled.

Salary : £59,600 (DOE)

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.

