



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.

Mercy Ships UK

The UK provides over 200 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**

Writer/Content Creator

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
Salary	Band O1/2 - £20K - £24K
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 our raw assets and stories that come from the programme team in Africa and produce engaging, emotive copy that resonates with both our Christian and secular audiences across all channels and to inspire responsive action.

The Writer will craft content for online marketing, fundraising and volunteer recruitment purposes across email fundraising, social media posts and website copy. Also, the successful applicant will produce press releases to appeal to different media outlets, articles, our annual report and other written copy as needed.

The post holder will ensure all copy incorporates our key messaging pillars and aligns with our annual communications plan and brand strategy. They will compose assets, text and straplines to ensure integrated campaigns are successful as measured by qualitative and quantitative performance indicators

This role is fast-paced and will require the ability to prioritise as multiple projects and meet deadlines.

Main Responsibilities

Online Marketing and Fundraising

- Produce effective messaging for scheduled touchpoints, providing focussed story-based content for e-sends, owned social media, paid placements, and blogs. Craft emotive and engaging content from raw assets and stories supplied from the field media teams
- Write and adapt content to resonate with a range of audiences – including Christian audiences, churches, corporates, Rotary clubs and the general public
- Work with wider team to create content that aligns with our brand, values and marketing strategies

Other Copywriting

- Create adverts, articles and press releases and write copy for other marketing products as needed for the organisation
- Work with the Communications Manager to adhere to consistent themes, ensuring our written copy remains relevant to both existing and new supporters and stakeholders
- Other duties within the scope, spirit and purpose of the job as requested by the line manager or Executive Director

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 copy-writing or qualification/s and experience 	<ul style="list-style-type: none"> Specialist qualifications or courses in digital platforms (Pardot and Salesforce), media, marketing, or fundraising
Proven Experience	<ul style="list-style-type: none"> 3 or more years as a professional writer, in the field of charity marketing or as a journalist with relevant story-telling experience Experience of writing customer conversion emails Experience of working or volunteering in the charity sector with particular 	<ul style="list-style-type: none"> SMS/Whats App campaign experience Ability to write emotive and compelling content for the Christian supporters Ability to write engaging and relevant articles and press release to all media outlets including religious
Skills & Abilities	<ul style="list-style-type: none"> Able to write compelling and moving stories Able to write in different genres dependant on the audience – formal, informal, report, articles, and so on. Able to proof-read effectively 	<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 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 30th November 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