



STELLA MARIS

Appointment of Marketing and Communications Officer



Candidate Pack

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Thank you for your interest in this post. This information pack is designed to help you with your application. Please read it carefully before submitting your application. If you have any questions that are not addressed in this pack, then please contact:

recruitment@stellamarismail.org



Welcome

Who we are. Stella Maris is the largest ship visiting network in the world, with over 1,000 chaplains and volunteers in 350+ ports across 50+ countries. Specifically, within Stella Maris UK, we employ a team of 22 chaplains supported by 75 volunteer ship visitors, and numerous parish contacts in the heart of local communities. Within the Management Team, our support staff of 20 people are primarily based in our London office, with some members of staff working from Scotland and the Regions. As an organisation, we work very closely with the clergy, our sister maritime charities, as well as national and international maritime organisations and industry.

Mission. Our mission is to provide practical, pastoral and spiritual support to seafarers, fishers and their families regardless of creed, gender or ethnicity, primarily by ship visiting.

History. Formerly known as Apostleship of the Sea, Stella Maris was founded in Glasgow in 1920 and ran large seafarers' hostels in all the major port towns where seafarers could stay while their ships were in port. Since then, international shipping has changed dramatically and whilst the nature of our work may have evolved, our founding belief that every seafarer and fisher deserves

fair working conditions, respect for their human rights and very best we can offer remains at the heart of what we do.

The Future. It is our goal to improve the first-class service we currently deliver, so that Stella Maris continues to grow to reach more seafarers, fishers and their families. Our website (www.stellamaris.org.uk) provides further detail regarding our mission and values and the difference we make to the lives of the 'People of the Sea'.

This role is within the Fundraising, Engagement and Communications Team:

Stella Maris is growing as a charity, in terms of income generation and new programmes of activity around the world. Currently we have a strong team of staff members in our Fundraising, Engagement and Communications Team. This post holder will support our Head of Communications and Advocacy to develop and grow our communications and digital fundraising streams.

This is an exciting opportunity for a dynamic, motivated, and passionate individual who will enjoy working in a marketing and communications role to support the charity to achieve our mission to support seafarers, fishers and their families around the world.

If you share our passion to support the People of the Sea and the mission of Stella Maris by being an integral member of our team, we very much look forward to hearing from you.



A handwritten signature in blue ink, appearing to be 'T Hill'.

Tim Hill MBE
Chief Executive Officer/ National Director

Sarah Eustace
Head of Communications and Advocacy

“Each of you should use whatever gift you have received to serve others, as faithful stewards of God’s grace in its various forms.” Peter: 10

JOB DESCRIPTION

Title of Post: Marketing and Communications Officer

Responsible to: Head of Communications and Advocacy

Hours: Full-time, 40 hours per week (part-time considered – min 32 hours)

MAIN PURPOSE OF THE JOB

Reporting to the Head of Communications and Advocacy, the Marketing & Communications Officer will assist the Head of Communications and Advocacy with marketing and communications activities of Stella Maris. The scope of this role will span across digital marketing, social media, visual and printed media.

DUTIES AND RESPONSIBILITIES

1. Create and manage content for digital platforms, including websites, social media, and email newsletters, ensuring content is engaging, on-brand, and tailored to target audiences.
2. Lead the implementation of online fundraising initiatives, such as email appeals and social media campaigns, ensuring campaigns align with broader marketing strategies.
3. Collaborate with the fundraising team to ensure digital marketing efforts are fully integrated with the organisation's overall fundraising strategy.
4. Manage the charity's social media accounts, growing engagement and followers to support organisational goals.
5. Plan and schedule content across digital channels to support fundraising and communications work.
6. Utilise paid advertising tools (e.g., Google Ads, Facebook Ads) to boost digital fundraising and drive broader campaign awareness.
7. Track, analyse, and contribute to reports on key performance metrics (e.g., website traffic, social media reach, email open rates, donation trends), providing recommendations for improvements.
8. Collaborate with internal teams to promote events, campaigns, and other fundraising activities.
9. Support the development of print materials (e.g., brochures, flyers)
10. Draft and distribute press releases to promote campaigns, events, and organisational news.
11. Assist in maintaining the charity's media contact list and handle media enquiries under the guidance of the Head of Communications and Advocacy.
12. Monitor media coverage and report on press impact.
13. Undertake any other marketing and communications duties that may be required and providing cover when other staff are absent.

No job profile can cover every issue which may arise within the post at various times and the post holder is expected to carry out other duties from time to time.



PERSON SPECIFICATION

Required Elements.

- Demonstrable experience (2+ years) in a marketing or communications role, ideally within the charity or non-profit sector.
- Proven experience in managing digital platforms (websites, social media, email marketing) to deliver targeted content.
- Experience planning and implementing digital fundraising campaigns (e.g., email appeals, social media campaigns).
- Experience with social media management, including content creation, scheduling, and growing online engagement.
- Experience in tracking and analysing digital metrics (e.g., website traffic, social media reach, email engagement) to inform strategy.
- Experience with graphic design and video production software (e.g., Canva, Adobe Creative Suite) for creating visual content
- Strong writing, editing, and content creation skills, with the ability to produce engaging copy tailored to different audiences and platforms.
- Proficiency in using digital marketing tools, including social media platforms, email marketing software (e.g., Mailchimp), and content management systems (CMS) such as WordPress.
- Experience in using paid advertising tools (e.g., Google Ads, Facebook Ads) to drive campaign performance.
- Ability to plan and deliver digital campaigns, integrating fundraising and communications objectives.
- Strong analytical skills with the ability to track, report, and make data-driven recommendations for improving marketing performance.
- Excellent organisational skills with the ability to manage multiple projects, deadlines, and stakeholders simultaneously.
- Understanding of digital fundraising techniques and how digital marketing supports broader fundraising objectives.

- Knowledge of media relations, including drafting press releases and managing media enquiries.
- Familiarity with SEO and digital advertising best practices.

Desired Elements

- Knowledge of UK charity sector.
- Knowledge of the Catholic Church
- Experience of handling communications and marketing for a charity.
- Understanding the vision, mission and values of Stella Maris.

Salary and Conditions of Service

Salary: £34,000 p.a. FTE (pro-rata for part-time)

Hours of work: 40 hours per week (part-time considered, min. 32 hours per week)

Location: Based in the National Office in London (min. 1-2 days per week), home working available for the remainder.

Leave arrangements: 28 days per annum FTE plus bank and statutory holidays.

Pension: Stella Maris operates a pension scheme (up to 6% matching contributions).

Full details, and terms and conditions of employment will be issued if an offer of employment is made.

Recruitment Process

If you would like to apply for this position, please send the following to

recruitment@stellamarismail.org :-

An up-to-date CV outlining your employment history, academic and professional qualifications, and contact details.

A supporting statement (no more than 2 x A4 pages) demonstrating how you meet the criteria outlined in the job description and person specification and why you are interested in becoming the Marketing and Communications Officer at Stella Maris.

Key Dates

Closing date for applications	2359 hours on 11 April 2025.
Short listing	14 -17 April 2025
Candidates notified of shortlisting results	18 April 2025
1st Round of Interviews in London	24 April 2025
2nd Round of Interviews (if required)	29 April 2025
Candidates notified of outcome	02 May 2025

