



**Appointment Pack for
Head of Communications
To Join our Team**



Welcome

Thank you for your interest in The Seafarers' Charity, the leading maritime welfare grant-making charity. We are recruiting for a full-time role of Head of Communications.

For over 100 years, we have been the central fundraiser and grant maker for maritime welfare. As a truly independent charity, we always put seafarer welfare first.

We raise funds in order to make impactful grants, informed by our deep knowledge of the sector. We are the only global maritime grant-funder that supports all those who work at sea, whatever their seafaring profession.

By celebrating and sharing the results of our advocacy work and grant-making, we aim to continuously increase our fundraising - and continuously grow our impact. This new role will be crucial in working across the charity to deliver inspiring, impactful communications to target audiences and maintain our high profile as the leading funder in the maritime welfare sector.

You will be joining a diverse, friendly, committed team of about 20 staff. Staff are currently opting to work on a hybrid basis, with a minimum of 3 days per week in the office. There are regular organisation-wide staff meetings at the office to ensure opportunities for people to get to know each other face-to-face, plus smaller departmental team meetings, and cross-organisational working groups.

You will have an important part to play in helping us to drive improvements in the lives of seafarers globally. If you join us, you will have the opportunity to make a real impact and be part of our success story.

About

The Seafarers' Charity

Who we are

The Seafarers' Charity has been improving the lives of those who work at sea, and their families, for over 100 years. Established in 1917 as The King George's Fund for Sailors, to support the families of seafarers lost at sea during World War One, we support seafarers throughout their seafaring careers and beyond. We are the largest independent grant funder of maritime welfare charities – with at least £2 million in funding injected into supporting the safety and welfare of seafarers each and every year.



Our vision and mission

Our **vision** is a world where seafarers and their families are free from need and disadvantage. Our **mission** is to tackle the disadvantages of seafaring life by leading collaboration, funding and advocacy to improve seafarers' lives.

What we do

We are built on two foundational pillars: **fundraising** and impactful **grant-making**. For over 100 years, we have been the central fundraiser for maritime welfare. As a truly independent charity, we always put seafarer welfare first. We raise funds in order to make impactful grants, informed by our deep knowledge of the sector. Our long history of fundraising and funding key maritime welfare service providers positions us at the heart of an 'ecosystem of support' within the maritime sector.

We award funding to support a diverse range of delivery partners to deliver vital, targeted help where it is needed most. We fund the essential cost of a strong network of maritime welfare services across the global sector, and – crucially – tackle seafarer hardship in all its forms; at sea and on land.

Our fundraising efforts see us both reaching out to interested individuals and partnering directly with industry and other stakeholders. We value the importance of reciprocal relationships: engaging in collaborative dialogue that brings learning and understanding for us and our delivery partners.

This includes gathering evidence and data that can help us champion and advocate for seafarers more effectively, identify new areas to target, and raise more funds. By celebrating and sharing the results of our grant-making, we aim to continuously increase our fundraising – and continuously grow our impact.

Our Strategy

The long-term impact we want to achieve

Put simply, we believe a career at sea should be fulfilling, rewarding, safe, and free from the unique hardships that can be part of a life on board. Everything we do is about charting a course to make this a reality.

We want to drive improvements in the lives of seafarers globally – these are set out as five strategic outcomes to support long-term impact and achieve:



**Better working
lives at sea**



**Safer working
lives at sea**



**Enhanced financial
resilience**



**Increased health
and wellbeing**



**Improved social
justice**

Our strategy looks ahead across 2024-2030, establishing the following three key pathways, creating a clear direction of travel for our Charity, without losing the great work underway in delivering against the existing framework:

- Preventing hardship: Amongst our grant recipients, we fund charities and non-profit organisations that provide a vital safety net in times of crisis, but ultimately our vision is for a world where rescues are not needed, and charitable support delivers more than a short term, or one-off response. Our focus will increasingly be on preventing the causes of hardship experienced as a consequence of working at sea.

- Advocating for action: Industries and governments have a vital role to play in ensuring that working at sea is a rewarding and safe career, whatever form it takes. Where we see gaps in industry action or in regulation or enforcement, we will work collaboratively, use our convening powers and our voice, and advocate for improvements to seafarers' safety and welfare at sea.

- Global impact: We recognise that seafaring, by nature, is a global occupation. With seafaring careers taking men and women all over the world, and seafaring communities based in many different countries, our remit is broad and reflects the scale and breadth of the industries and people we support. We will better understand where opportunities to act preventatively exist, and we will assess our impact through this lens.

Living our Values

Crucially, we continue to be an organisation that is proud of not shying away from tackling difficult and complex systemic challenges – we fund research to understand the issues we work on, and then we use our voice, our convening power, and our willingness to collaborate, to bring positive change for seafaring communities. Through this approach, we work by – and exemplify – our values. We are:

Driven by integrity

We do the right thing. Compassion and transparency are embedded in how we work.

Innately collaborative

We inspire a culture of creative partnerships to achieve the best impact and outcomes.

Proudly innovative

We embrace effective new ideas and ways of working.

Bold in our decisions and actions

We ensure impact through brave and well-considered decision-making.

The 'Ecosystem of Support'

The Seafarers' Charity's long history of fundraising and funding key maritime welfare service providers positions us at the heart of an 'ecosystem of support' within the maritime sector. To bolster this ecosystem and deliver wider benefit across the maritime sector, we convene, commission research, share knowledge, and use our voice to advocate for seafarers. We recognise our role in strengthening and growing the whole network of support for seafarers.



Equity, Diversity, and Inclusion

The Seafarers' Charity recognises and harnesses the importance of Equity, Diversity, and Inclusion (EDI) and is signed up to the [Diversity In Maritime Charter](#). We are committed to a policy of promoting equality of opportunity, by providing an inclusive workplace where individual differences are valued and respected. We recognise that equality is not simply about treating everyone the same and that equity is key, making appropriate adjustment to ensure equal opportunities for all. We have a staff led EDI working group that meets monthly and have staff 'lunch and learns' to push forward our work on EDI within our organisation.



In short, we embrace anyone and everyone who works for us, or we work with... in the services we provide. We strive to eliminate any processes with unfair treatment or discrimination (whether direct or indirect) and will not tolerate any discrimination relating to issues of equity, diversity, or inclusion.

We encourage applications from all regardless of age, sexuality, socio-economic background, disability, ethnicity, gender, religion, or beliefs. We are committed to building a culture of belonging and inclusion and this is reflected in our policies, practices, and diversity in maritime networks and supported by our Trustees.

We are a family-friendly organisation, and we encourage flexible working as we want our employees to achieve a healthy work-life balance. Currently our full-time employees are working flexibly with 3 days in the London office per week.

How to apply

If you are interested in applying, please send a current CV (no more than three sides) and supporting statement - which should outline your suitability in relation to the Job Specification, along with your motivation for applying for the position to recruit@theseafarerscharity.org with reference HOC2024 in the subject line.

Closing date: Applications will close **9am Monday 16th September 2024**.

Salary & Benefits

Remuneration: £56,000 per annum

Contract: Full Time 35 hours per week

The rewards package also includes:

Holiday entitlement

- 30 days + public holidays pro-rata

Pension and Other Benefits

- Auto-enrolment to group pension scheme (7.5% employer contribution, 5% employee)
- Health cash plan through HSF (Hospital Saturday Fund) or Healthcare Membership scheme (Benenden)
- Season Ticket Loan
- Access to the Employee Assistance Programme
- Hybrid working options
- Death in Service Scheme

Location: the charity is based at:

8 Hatherley Street
London
SW1P 2QT

JOB DESCRIPTION

Title of Post	Head of Communications
Reporting to	Chief Executive
Location	Hybrid – 3 days in office at London HO

Purpose of the role:

This role will lead the delivery of our newly developed communications strategy, shaping our strategic communications priorities and developing plans to execute them. The incumbent will set the tone of voice for the charity and provide strategic leadership in communications.

The post holder will work collaboratively providing professional direction and support to all areas of the charity working closely with the Chief Executive and with the Head of Marketing to ensure consistency and integrated cross organisational communication plans. The role is instrumental in developing an impactful package of communications activities which delivers on its intended purpose for both impact and fundraising with both the Impact and Development Teams.

This role ensures that The Seafarers' Charity (TSC) communicates effectively with our people internally and maintains a strong external reputation with our many partners and those we seek to influence (including government departments, and media).

Expected outcomes

- To deliver effectively against the communications strategy.
- To grow the charity's strong public reputation, profile, and engagement with our external audiences, particularly internationally.
- To communicate our impact by connecting and engaging with key communications stakeholders to place influential articles.
- To enhance donor engagement by communicating the real impact a donation can make against our Mission.
- To work internally to help our people feel engaged and informed about the Charity's progress and feel 'part of the maritime community.'
- To support our leaders to feel confident enough to optimise communications to create value internally and externally.

1. Key Accountabilities:

Communications Strategy

1. Lead the development, design and effective delivery of the Communications Strategy ensuring strong alignment to the overall charity Strategy, Vision, Mission, values, and core pillars.
2. Devising creative media engagement strategies, leading on proactive and reactive media relations including press releases, statements, interviews, and enquiries.
3. To report regularly to the Chief Executive on strategic progress, and may be required to present to the Trustee board.

Planning and Delivery

4. Design and implement strategic communication plans for internal and external audiences.
5. Develop dynamic copy content that drives growth, reach and engagement across channels ensuring consistency and clarity of purpose, message, and impact, inspiring the audience to take necessary action.
6. Lead and collaborate with teams across the charity in the oversight, development, and delivery of the communications strategy to achieve effective communications with key target groups.
7. Manage the overall communications budget, working closely with the Head of Marketing to ensure there is a joined up planned approach to communication activities.

Policies, Procedures, Standards and Guidelines

8. Lead work to create and implement policies, standards and procedures to ensure consistency, transparency, and mitigation of risk.

Implementation, monitoring and reporting

9. Monitor the performance of communication impact against plans, with appropriate set of KPIs, using engagement data, analytics, and feedback mechanisms to measure impact. Regularly report back on progress to the Leadership Team, implement continuous learning and improvement to deliver the outcomes

Media and PR (External stakeholder engagement)

10. Lead on managing relationships with media, building a network of relevant contacts (e.g. journalists, industry experts etc).
11. Engage with key industry individuals or their offices understanding appropriate protocols ensuring these are adhered to and keep up to date with significant appointments.
12. Act as the principle point of contact between the Charity and the media.
13. Support senior leaders (e.g. Chief Executive) to secure interviews as part of communications strategies and campaigns.

Internal communications and practice leadership

14. Be the trusted adviser on communication issues for key players in the charity and educate them on the importance of communications and engagement, by providing them with tools, skills, and training to be able to deliver the outcomes.
15. Introduce positive ways of working fostering collaboration, cohesion and inclusiveness leading the communications 'community' within the charity, by providing leading practices, training and guidance for teams engaging in communications activities.

Event Response

16. Deploy and manage communications plans for significant planned or unexpected external events or internal incidents.

2 Interfaces

1. Internal – Chief Executive, Leadership Team, Trustees.
2. External - Media, Government, Delivery Partners, Funders, Sector leaders

3 Wider Accountabilities

At The Seafarers' Charity we work collaboratively by:

1. Actively learning and developing to stay up to date with developments in our area of expertise and to meet the changing need of the job and charity by participating in appropriate learning activities including data protection and information security.
2. Encouraging and supporting the development of others, and the charity, by engaging in and contributing at learning opportunities and sharing of knowledge.
3. Representing the charity in a positive and professional manner with both internal and external stakeholders and in doing so enhancing the work of the charity and its overall reputation.
4. Ensuring compliance with the charity's policies, procedures, and contract of employment.
5. Undertaking any other duties that may be required in the furtherance of our objectives. If there is a requirement to carry out duties out of office hours, this is to be arranged in accordance with current procedures.

5 Person Specification

Requirements to carry out the job effectively, and which may be further developed over time.

The requirements listed below are representative of the knowledge, skill, and/or ability required.

Strategy and Planning

- Proven experience implementing communications strategies and plans in a complex organisation.
- Strong ability to identify and capitalise on strategic communications opportunities.

Delivery

- A well-rounded communicator with a strong understanding of the value to be obtained from different communication channels.
- Proven experience delivering internal and external communications content to create value.
- Excellent verbal and facilitation skills.
- Excellent written skills / able to regularly write and edit content for a range of internal and external channels.

Creativity

- Highly developed creative skills and enthusiasm to engage our audiences effectively.

Practice Leadership

- Able to build a culture of continuous improvement for communications across the organisation.
- Coaching skills to upskill others on communications and engagement behaviours, style and delivery.
- Knowledge of good practice in developing creative, innovative, and two-way communications approaches in the field of employee communication.

Influencing Leaders

- Confidence and experience influencing leadership teams to implement change through communication.

Stakeholder Management / Media

- Existing connections with relevant media outlets.
 - Proven experience managing relationships with external partners.
 - Expert at responding to or facilitating media requests, including in crisis / incident management situations.
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