



Senior Talent Brand Lead

(Volunteer Crew and associated staff)

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Location	Remote/Hybrid
Hours of work	Full time <i>The role-holder will be required to work flexibly to accommodate meetings with colleagues based in the USA (predominately Central time zone)</i>
Contract	Permanent
Reports to	Global Recruitment Manager
Line manages	Talent Brand UX & UI Designer
Paid Leave	25 days
Salary	£51,388 to £55,766 dependent on experience
Benefits	<ul style="list-style-type: none">• 25 days annual leave and national bank holidays, increasing one day with each year of service, up to 30 days annual leave• Up to 7% Employer pension contribution• Professional development and training• Wellbeing scheme and support

Role Purpose

The **Senior Talent Brand Lead** is responsible for creating and executing strategies that enhance the brand and perception of Mercy Ships' volunteers, crew role opportunities, and associated team members.

In sub-Saharan Africa, 9 out of 10 people cannot access safe, affordable surgery when they urgently need it. Our Talent Brand should showcase our ships and offices around the world, as places where people can use their talents to change lives and play their unique part in solving the urgent global surgery crisis.

The role includes commissioning engaging content for online and offline channels, shaping the organization's online presence through our dedicated volunteer website, and collaborating with internal teams to

align our brand messaging to best attract and retain volunteers. They will also help ensure that every volunteer becomes an advocate and ambassador for our work, serving to recruit the next wave of volunteers.

You are the ideal candidate for this role if you enjoy a blend of branding, marketing, and HR for Nonprofit Organizations, and you have a passion to elevate Mercy Ships' reputation and reach.

This cross-functional role coordinates with key leaders and experts in various countries to establish and implement a unified talent brand strategy across our internal and external talent lifecycles: the stages that a volunteer or employee moves through, from initial recruitment to departure.

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

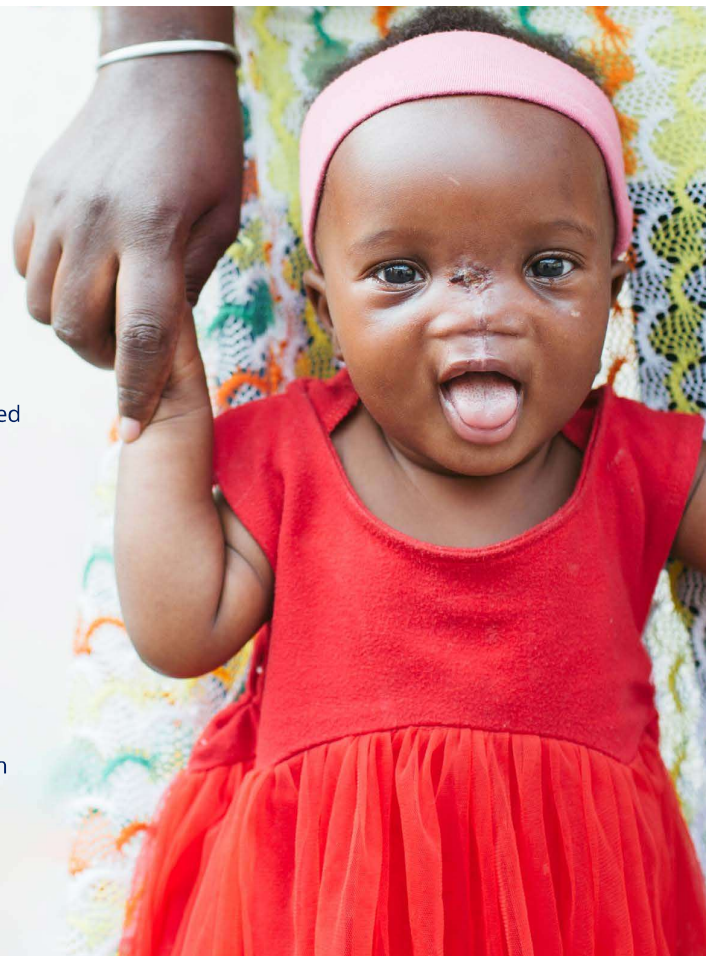
Mariama's story

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 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!



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.



Main Responsibilities (include but not limited to):

Talent (Volunteer) Brand Strategy:

- Develop and execute an organization-wide brand strategy that aligns with Mercy Ships overall brand, mission, vision, values, and objectives.
- Collaborate with Volunteer Recruitment, Volunteer Experience, and Marketing teams to ensure cohesive talent brand messaging across all platforms and in all territories.
- Analyze and assess Mercy Ships' current employer and ship/crew brand perception through surveys, analytics, and market research.
- Monitor industry trends and nonprofit organizations branding efforts to ensure Mercy Ships is competitive, cutting-edge and innovative.

Content Creation & Campaign Management:

- Commission compelling content (videos, blogs, volunteer stories, etc.) that promote Mercy Ships culture, vision, values, profiling specifically our volunteer opportunities.
- Work with both global and nation-specific marketing staff, to collaborate and input into globally- aligned brand, recruitment, and/or marketing campaigns and their content creation elements.
- Manage and curate content for volunteer sites and job boards.

Volunteer Engagement & Advocacy:

- Collaborate with internal stakeholders and teams to promote and improve the volunteer experience, and amplify positive volunteer advocacy through testimonials/endorsements, content curated for alumni volunteers, and success stories.
- Lead volunteer brand initiatives: such as internal newsletters, virtual town halls/web seminars, and Q&As to enhance volunteer experience and communication, including tools and forums to service objection handling and answer FAQs.

Talent Attraction:

- Work with global marketing colleagues and local (national office) hiring managers and HR professionals/agencies, to design and implement recruitment strategies to position Mercy Ships as a highly desirable workplace for different demographics and nationalities, through the use of a content calendar and strategy.
- Work with volunteer recruitment teams internationally to support their efforts in attracting diverse, value-aligned, high-quality candidates for roles from around the world.

As duties and responsibilities change, the job description will be reviewed and amended in consultation with the post holder.

Person Specification

Attribute	Essential	Desirable
<p>Education/ Qualification</p>	<ul style="list-style-type: none"> • Bachelor’s degree in Marketing, Communications, Human Resources, or a related field. 	<ul style="list-style-type: none"> • Advanced degree or certifications in Employer Branding or HR is a plus. • Project Management course/ qualification
<p>Proven Experience</p>	<ul style="list-style-type: none"> • Proven experience (3-5 years) in employer branding, marketing, talent acquisition, or a related field. • Experience in running volunteer recruitment and/ or HR brand campaigns. • Proven experience in working with designers, content creators, and videographers to produce assets and materials that achieve agreed aims linked to metrics. 	<ul style="list-style-type: none"> • Experience working with social media platforms, content management systems (CMS), and analytics tools.
<p>Skills & Abilities</p>	<ul style="list-style-type: none"> • Strong storytelling and communication skills, both written and verbal. • Expertise in digital marketing strategy, leveraging social media, and content creation. • Ability to work cross-functionally with HR, Marketing, and other teams. • Familiarity with employer branding and reputational platforms such as Glassdoor, LinkedIn, Indeed, etc. • Ability to use data to drive decision-making. • Strong project management skills and the ability to manage multiple initiatives simultaneously, on time, on budget and achieving pre-agreed KPIs. 	<ul style="list-style-type: none"> • Good administrative skills and knowledge of Microsoft packages • Strong presentation skills. • An in-depth understanding of the voluntary/charitable sector. • Able to challenge with tact. • Able to manage multiple projects and priorities to budget, on time and in line with a brief with set KPIs.
<p>Personal Qualities</p>	<ul style="list-style-type: none"> • Creative thinker with a passion for people and culture. • Proactive, self-starter with strong organizational skills. • Excellent interpersonal qualities and a flare for collaboration and teamwork. • Detail-oriented with the ability to balance strategy and execution. • Adaptable and able to thrive in a fast-paced, dynamic environment. • Passionate about the work of Mercy Ships • Able to actively support, promote, and encourage Mercy Ships’ mission, vision, and values, including our faith-based ethos. 	<ul style="list-style-type: none"> • Warm, engaging, and likable personality. • Confident and self-motivated. • Able to lead and motivate others. Leading by example / servant-hearted.



How to apply

To join us in transforming the lives of patients and crew, please send your CV and cover letter detailing your relevant experience and why you want to work for Mercy Ships to careers@mercyships.org.uk

Closing date: 10th January 2025

Background check:

Candidates will be asked to declare any unspent criminal convictions. Eligible roles may require a background check, such as Disclosure Barring Service for UK applicants.

