



The Mission to Seafarers

Appointment Brief

Marketing Manager

September 2026

About the Mission to Seafarers

With a history dating back to 1856, The Mission to Seafarers (“MtS”) supports the men and women working at sea when they need us most through providing emergency assistance, practical support, and a friendly welcome in ports all over the world. Operating under the trusted sign of the “Flying Angel”, MtS touches the lives of seafarers in numerous ways, responding to their needs and connecting them with local communities, including:

- Advocacy, advice, and counselling
- Communication, transport, and centre hospitality
- Emergency response
- Hospital and prison visitation
- Ship visitation
- Spiritual support

Collectively, there are an estimated 1.89m seafarers across the world operating on 74,000 ships. These men and women, of all nationalities, spend up to nine months at sea, far from families, friends and loved ones.

MtS has a presence at over 200 ports in 50 countries, operating day and night, 365 days a year. As a Christian-based organisation, our help is importantly offered regardless of nationality, rank, faith or no faith.

Our core work is face-to-face ship visiting which is undertaken by our chaplains, welfare officers, ship visitors, volunteers and centre managers. In more recent years, we have added a digital element to our work in response to the pandemic and the increased speed of ship turnaround times in ports.

In addition to our port-facing work, we have also expanded our portfolio of services to include Family Support Services in the Philippines and India, WeCare training courses in social communications, financial wellbeing and suicide awareness and MtS’s Happiness Index.



Our Values and Culture

MtS is a collaborative, collegiate and respectful organisation. We place great importance on our values which define and reflect our organisational culture.

- **Pioneering:** We encourage innovative thinking and seek to be flexible and entrepreneurial in our ways of working.
- **Inclusive:** We are unconditionally committed to the support of all seafarers and their families without discrimination.
- **United:** We are one global, intergenerational, multicultural family united in vision and purpose, while respecting diversity of culture and context.
- **Collaborative:** We are co-operative in our approach to our work – in relation to individuals, the church, ecumenical partners, and organisations and institutions that work for the welfare of seafarers.
- **Accountable:** We are accountable as stewards of the resources entrusted to us, to each other in recognition of our mutual inter-dependence and to those charged with governance at station, regional and international level.
- **Caring:** In all our dealings we strive to behave with compassion, to act with integrity and to treat everyone with respect.



The Development Team

The Development Team is focused on increasing fundraising income from our corporate partners, individuals, churches and communities whether this be from direct asks or from our ambitious programme of events. We have ambitious fundraising goals with our sources of income including corporate supporters, trusts and foundations, individuals, legacies, and events.

The Development team is energetic and friendly, reflecting MtS's culture. In addition to annual team-building events involving all those based at our International Headquarters in London, the Development Team enjoys two "away days" a year during which we develop strategy, generate new ideas, and plan for the year ahead.

Marketing is a key function within Development, and the Marketing Manager is a newly created role, reporting to the Senior Marketing Manager. This is a varied, interesting and challenging role, that offers the opportunity to contribute to a wide range of exciting marketing initiatives in support of our valuable work.

Although the focus of MtS's work may be a new area of need to prospective applicants, shipping is a fascinating industry, and the right candidate will find this role extremely rewarding. At the heart of our work are the 1.89m seafarers who each have their own story to tell, the majority with large families reliant on their salaries. We are their friends in the ports they visit, we are the support for their families at home, and we provide the resources from which they can draw mental and physical support when needed 24/7.

Seafarers are real people with real lives who, in many cases, are simply trying to make a better life for themselves and their families. The work of MtS truly changes lives. We know we have saved lives, and we have certainly provided the much-needed hand of friendship during times of distress, as well as sharing times of joy. There is no doubt you will be touched by the seafarers' personal stories.

Job Description

Role: Marketing Manager

Department: Development

Responsible to: Senior Marketing Manager

Other Key Working Relationships: Director of Development
Development Team
Other IHQ Colleagues
MtS Chaplaincy and Centre colleagues
External agencies

Role Purpose: Work closely with the Senior Marketing Manager and Marketing Officer in support of the Development team to raise awareness of our important work to promote engagement, partnerships and donations.

To lead and coordinate the planning, development and delivery of marketing and fundraising campaigns, ensuring high-quality creative content and promotional materials are produced on time and to brand standards.

To oversee content planning, video production, publications, brochures and event marketing, while managing external suppliers and project schedules to support organisational objectives, audience engagement and fundraising success.

Principal Duties and Responsibilities

Marketing Campaigns

- Responsible for planning, coordinating and delivering integrated marketing campaigns that support MtS's fundraising, programme and communications objectives
- Develop campaign plans, timelines, messaging frameworks and creative briefs to ensure campaigns are delivered effectively and on schedule
- Work collaboratively with colleagues across Development, Programme and other teams to coordinate campaign activity and maximise audience engagement
- Monitor and evaluate campaign performance, producing cross channel reports across social media, e-newsletters and recommending improvements to inform future activity

Video Production and Storytelling

- Responsible for the planning, development and delivery of video content that supports fundraising appeals, awareness campaigns, events and beneficiary engagement
- Coordinate the scripting, filming, editing and production of video content, ensuring all materials align with MtS's brand and objectives

- Manage relationships with external videographers, editors and production suppliers as required
- Work closely with colleagues, chaplaincy teams and beneficiaries to identify and develop a pipeline of compelling stories that demonstrate MtS's impact.
- Maintain oversight of MtS's video content plan and support the effective management of video assets

Publications and Creative Production

- Responsible for coordinating the development, design and production of the Mission's publications and marketing materials
- Manage the production of marketing impact reports, campaign toolkits, and other organisational collateral
- Brief and manage external designers, printers and suppliers to ensure projects are delivered on time and within budget
- Ensure all publications and creative materials are accurate, compelling and consistent with MtS's brand guidelines

Event Marketing and Support

- Work closely with fundraising colleagues to develop and deliver marketing materials that support appeals, corporate partnerships, legacy marketing and supporter engagement initiatives
- Produce compelling marketing content that demonstrates the impact of MtS's work and inspires support from donors and partners
- Support the delivery of key organisational campaigns and awareness initiatives, including Sea Sunday, Day of the Seafarer and other fundraising activities

Content and Digital Marketing

- Prepare and manage briefs, timelines and project schedules to ensure the successful delivery of marketing projects
- Be responsible for managing and coordinating content across MtS's digital channels, ensuring a consistent and engaging presence
- Oversee the development of website content and campaign landing pages in line with fundraising and communications objectives
- Coordinate the production of digital communications, including e-newsletters, email marketing and campaign content.
- Ensure digital content drives engagement, awareness and fundraising outcomes.

Person Specification

Knowledge and Skills

- Ideally candidates will have a degree and/or professional qualification in marketing
- Strong foundation in marketing, including digital marketing and communications experience gained in either a commercial or fundraising context
- Excellent verbal and written communication skills
- Proven ability to write clear and jargon-free copy reflecting the brand and values of an organisation and the ability to “tell a story”
- Strong interpersonal skills
- Ability to produce analytical reports to help shape the direction of future strategic decisions and measure effectiveness
- Proficiency in the full suite of MS Office
- Working knowledge of Adobe Creative Cloud – Photoshop/InDesign – would be a distinct advantage
- High standards of literacy and numeracy
- Excellent attention to detail and ability to edit and proofread to a high level of accuracy
- Excellent time management skills, prioritising daily tasks and managing deadlines
- Excellent team player, able to operate collaboratively with others and manage workload according to wider departmental priorities
- Demonstrates ability to establish credibility and build trusted relationships, with both internal and external colleagues

Personal Qualities

- Empathy with the work and purpose of The Mission to Seafarers
- Collaborative and inclusive in approach
- A highly motivated self-starter with a positive outlook
- Proactive and able to work under own initiative with minimum supervision
- Exercises good judgment with regard to leveraging the expertise and knowledge of others
- Able to assimilate new information quickly
- Organised, efficient and methodical, with excellent time management skills
- Flexible approach with the ability to promptly respond to changing/conflicting priorities and ad hoc requests.
- Strong work ethic, able to effectively manage multiple priorities and work to deadlines
- Demonstrates a solutions-focused mindset, willing to explore alternative approaches to create a positive impact
- Takes ownership and accountability for own work
- Shares ideas and is receptive to those of others
- Demonstrates sound judgment, cultural sensitivity and political awareness
- Acts with integrity at all times and in the best interests of MtS
- Empathetic, supportive and understanding with good self-awareness
- Excellent client service ethic and personal presentation
- Proactively seeks to learn and develop
- An interest in maritime and/or Christian issues would be advantageous

General Requirements

- Applicants must already have the right to live and work permanently in the UK.
- This job description should be treated as a guide to the duties that the post-holder is expected to perform. As a term of employment, the post holder can be required to undertake such duties as are commensurate with his or her position.
- The job description may be amended to meet changing requirements at any time after discussion with the post holder.
- The Mission to Seafarers operates an Equality and Inclusion Policy. The post-holder will be expected to comply fully with this Policy in carrying out their duties.
- All employees are required to be aware of their responsibilities towards Health and Safety and Safeguarding and to adhere to the Health and Safety and Safeguarding Policies.
- All employees are required to be aware of their responsibilities towards the UK General Data Protection Regulation (UK GDPR) and to adhere to MtS's GDPR and Data Retention Policies.

Terms of Appointment

Location:	London-based
Hours of Work:	Full-time, Monday to Friday, 9:00am to 5:00pm. MtS operates hybrid working and 1 day per week (Monday) must be worked in the office
Remuneration:	Salary in the range of £40,000 to £43,000
Annual Leave:	25 days per annum plus Public Holidays
Benefits:	<i>Workplace Pension:</i> 7% employer contribution / 3% employee contribution <i>Life Assurance:</i> 3x base salary <i>Other:</i> Includes Employee Assistance Programme, retail discount vouchers, cycle to work scheme, free eye test, access to training and development opportunities

How to Apply

To apply for this position, please submit your current CV along with a supporting statement of no more than 500 (five hundred) words outlining your suitability for this position to jobs@missiontoseafarers.org no later than by **noon on 22 October 2026**. We regret that applications received after the deadline will not be considered.

First round interviews: w/c 26 October 2026 (in-person)

Second round interviews: w/c 2 November 2026 (online)