



Communications Lead – Role Profile

Location: Mercy UK, Oxenhope (Agile working negotiable)

Hours: 22.5 - 37.5 hours per week

Salary: £30,000 pa (FTE)

Reports to: Director of Development

Contract: Permanent

Please note: This position carries an Occupational Requirement (OR) on the grounds of religion and belief in keeping with current guidance. The post holder must be able to demonstrate a Christian belief and value system, in line with Mercy UK core objectives and values.

Mercy UK (registered Mercy Beyond Limited) is a Christian mental health charity committed to empowering individuals to live free and stay free through trauma-informed, faith-based support.

Mercy UK delivers its mission through a range of services, including *The Freedom Journey*, an in-depth, transformative programme that supports emotional, mental and spiritual wellbeing. The charity also trains leaders and organisations in trauma-informed discipleship and provides resources such as the *Keys to Freedom* discipleship course, which has reached thousands across the UK and beyond.

As the UK host of the international Mercy Beyond family, Mercy UK also provides governance oversight, training and operational support to emerging Mercy Beyond associates across Europe, and beyond.

Role Purpose

As Mercy UK's Communications Lead, your role is to help shape and share our vision, passion, expertise and stories of impact across all of our platforms. This is a vital part of our aim to educate, equip and empower individuals and churches to live in freedom and wholeness.

You will lead and deliver Mercy UK's communications, ensuring clear, consistent messaging that strengthens brand clarity, supports income growth, and reflects safeguarding and trauma-aware practice.

The role will be part of the strategic re-positioning of Keys to Freedom (KTF) as the primary entry point of the charity, while maintaining trust in Mercy UK's wider services.

Key Responsibilities

Strategy & Brand

- Develop and deliver a communications strategy aligned to organisational priorities
- Lead KTF-led messaging across all platforms
- Maintain consistent tone, positioning, and brand clarity

Content & Messaging

- Oversee and develop content for use across website, email, social media, and campaigns
- Ensure messaging is clear, appropriate, and suited to respective stakeholder groups
- Translate complex themes (e.g. trauma-informed practice) into accessible language
- Respond to media and PR requests

Digital & Channels

- Manage website and user journeys
- Oversee email marketing and social media performance
- Use analytics to improve engagement and conversion

Fundraising Support

- Support campaigns, regular giving, and grant messaging
- Develop clear impact narratives using support services data

Safeguarding & Risk

- Ensure all communications are trauma-aware and aligned with safeguarding standards
- Maintain clear boundaries in participant-facing messaging
- Monitor reputational risk

Stakeholder Engagement

- Support communication strategies with churches, supporters, and Mercy Beyond associates
- Ensure consistency in external representation

Cross Organisational Work

- Willingness to coach staff and associates in Mercy's brand and voice.

- Living as an example of healthy Christian leadership in line with Mercy UK's statement of faith and ethical framework.
- Remaining flexible, discerning, innovative and open to change and offering skills, strength and support to promote and empower freedom and transformation.
- Undertake continued training, be an active participant of team meetings and show commitment to personal and professional development.
- Adhere to ethical practice, strict confidentiality, disclosure and safeguarding policies and use discretion at all times.

Please note: due to the nature of the role, some work at evenings and weekends may be required, agreed in advance

Person Specification

Essential

- 3+ years' experience in communications, marketing or a related field
- Strong copywriting and content skills
- Experience managing full projects from creative conception to delivery
- Proven ability to design and deliver an engaging supporter communications strategy
- Experience managing digital channels, ideally for non-profit or faith-based organisations
- Producing optimised, accessible website content for a range of audiences
- Experience using content management systems and data analytics packages
- Ability to communicate sensitive topics clearly and appropriately
- Understanding of safeguarding considerations and data protection principles

Desirable

- Experience producing creative ideas and content for fundraising campaigns
- Experience managing the production of both print and digital resources
- Proven ability to lead on creative projects from conception to implementation
- Experience in managing a team of creative individuals
- Experience in charity or church contexts
- Understanding of trauma-informed practice
- Experience supporting fundraising or grant-writing communications
- Comfortable public speaking and being a voice for Mercy UK
- Public Relations experience

Values and Cultural Fit



- A proactive, solution-focused approach with high integrity and accountability.
 - Commitment to the mission, vision, and values of Mercy UK.
 - Commitment to a Christ-centric and faith-based approach to your role
 - Flexible and collaborative team player, able to work independently and manage competing priorities.
 - An active participant in all-team fellowship and worship times
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Key Outcomes (KPIs)

- Increased engagement and conversion across digital channels
- Growth in regular giving and campaign performance
- Clear, consistent brand messaging
- Communications aligned with safeguarding and service boundaries