

Directorate:	Communications
Reporting to:	Senior Content Manager
Contract type:	Permanent

Working at Mary's Meals International:

Our mission, vision, and values are at the very heart of everything we do here at Mary's Meals and working for Mary's Meals International is so much more than a career opportunity, we offer the opportunity to support our global movement in a dynamic, flexible and inclusive environment with a real focus on personal and professional development. We believe in the innate goodness of people, respect the dignity of every human being and family life and believe in good stewardship of the resources entrusted to us. In line with our values, Mary's Meals is fully committed to a culture of safeguarding.

Role purpose:

The Content Officer is an essential role within the international communications directorate. Their key responsibilities of this role are varied. They must thrive working in creative and challenging environments and have significant experience in building and managing relationships.

Their work will enable the curation of a continuous flow of compelling and engaging content (including case studies, photography and videography). This will ensure Mary's Meals can share stories of the highest quality across a range of digital and offline media platforms in order to help grow the charity's movement globally.

International travel is expected to feature as part of this role, therefore well developed photography and video skills and experience of handling sensitive interviews, are essential.

Key responsibilities & activities:

Strategy

- Working closely with the Senior Content Manager and the wider Communications team, the CO will contribute effectively to the organisation's overall communications strategy, which seeks to raise awareness of the work of Mary's Meals through the use of media relations, digital communications and coordinated campaigns.
- Assist in the development and implementation of Mary's Meals' communications schedule.
- Identify new opportunities and develop their own ideas and proposals for content and stories across a wide range of communications platforms.

Relationship Management and Stakeholder Engagement

- To develop and foster positive relationships with programmes colleagues and partners around the world, to support their collection of impactful and engaging content.
- To ensure that stakeholders understand the communications strategy of MMI and how their support is essential to its success.

- To work collaboratively with programme partners and colleagues to identify stories and provide guidance about the collection of related materials.
- To sensitively and clearly provide regular feedback to our global network of partners and colleagues about the content being shared, providing training and guidance where required and identifying training and equipment gaps as well as budgetary justification for investment in these areas.
- To brief the Senior Content Manager on content coming in, potential story ideas and make recommendations about use of these as appropriate.
- To identify relevant opportunities and assist Affiliates with tailored content to run their own local campaigns.
- To ensure programme colleagues' own needs are met via delivery of core assets as required.
- Work with staff travelling to programme countries to prepare and train them in content collection and support the production of this content on their return.

Content Collection and Development

- To plan international content collection trips (including budget considerations, logistics and robust content brief) and travel overseas as required to collect compelling content (including photography, case studies, and video), and debrief on return.
- To manage all the necessary documentation related to trip planning including Terms of Reference, Consent Forms and Evaluation Reports.
- To represent Mary's Meals to key stakeholders during these trips.
- To help train and develop local staff to support communications needs.
- To be accountable for all content produced as a result of these visits, completing full de-briefs and evaluations, as well as ensuring timely delivery of all assets and recommendations for subsequent programme visits.
- To consistently produce high-quality communications collateral – including newsworthy stories, written case studies, videos, photographs, blogs, and clear and accessible copy for a wide range of audiences.

Media and High Profile Visits

- To make recommendations for key media visit opportunities and support the development of story ideas for these visits.
- Help to plan and facilitate the itinerary of media and high profile visitors to Mary's Meals programme countries in conjunction with national affiliates.
- Where required, support the recce and delivery of a memorable, meaningful and inspiring visitor experience.

. Asset Management

- To work closely with the Digital Content Coordinator to ensure all high-quality content is added and tagged on the DCL in a timely manner.
- To help develop and support the rollout of any Programme Communications' training materials across the Mary's Meals family.

Sponsor A School Campaign

- To support the Sponsor a School campaign through ongoing quality control measures and 'spot-checking' of content.

Additional information:

- As part of your role, you may be required to travel to countries where Mary's Meals operates.

Essential skills & experience required for this role:

- Possess excellent communications skills, both written and oral.
- Possess advanced multimedia journalism skills – including interviewing, copywriting, photography, videography and film editing.
- Able to think creatively and capable of generating new ideas, opportunities and resources.
- Confident in representing organisation to a range of stakeholders including senior staff, key partners and high profile visitors.
- Strong relationship building skills, with a demonstrable ability to persuade and convince others
- Experience of coordinating programme visits with international media.
- Possess a warm and engaging personality, with good networking and interpersonal skills.
- Able to work independently, be a self-motivator and possess excellent judgement.
- Able to remain calm under pressure.
- Capable of tailoring key messages to different audiences
- Excellent organisational, prioritisation and time management skills.
- Able to work effectively on multiple tasks simultaneously
- Good project manager, capable of liaising with many stakeholders
- Good IT and administrative skills required.
- Demonstrate sensitivity to different cultures.
- Experience of working in challenging environments.

Desirable skills & experience required for this role:

- Experience of working with Asset Management Systems and familiar with sorting, uploading and tagging content on an online platform.
- Experience of training and supporting others to produce communications collateral.
- Experience of working in a charity/international development sector.
- Knowledge of European languages and experience of working in different countries/cultures is desirable.

Qualifications:

- Degree or relevant professional experience.

Mary's Meals 7S Competencies:

As an employee Mary's Meals International, you have a responsibility to approach your role in line with our 7S competency model.

Self	<ul style="list-style-type: none">• I build and demonstrate resilience• I lead by example• I am authentic and true to Mary's Meals values• I develop myself and set stretching goals
Service	<ul style="list-style-type: none">• I have a vocational attitude to my work• I inspire hope in others• I build belief that even difficult challenges can be solved• I am committed to serving and enabling all who want to be part of the global movement• I work to ensure our future will be even better than our past

Simplicity	<ul style="list-style-type: none"> • I communicate effectively • I follow clear decision-making criteria • I create plans that are easy to follow and contribute to organisational goals • I embrace inclusivity and diversity • I focus on delivering results
Stewardship	<ul style="list-style-type: none"> • I pay attention to the things that matter most – (a) our physical resources; (b) our people • I nurture, develop and respect our relationships with external stakeholders • I deliver on my promises • I am happy to be held accountable and to hold others to account
Strategy	<ul style="list-style-type: none"> • I have a point of view about the future • I know our stakeholders and see our priorities clearly • I help others to work in ways that have the greatest impact • I work to deliver my objectives
Strengthen	<ul style="list-style-type: none"> • I contribute to a positive work environment • I help and support those around me
Success	<ul style="list-style-type: none"> • I am a catalyst for change • I maintain my technical competence • I contribute to the success of my team • I am accountable • I embrace change

Changes to your role:

As our organisation evolves and grows, your job description may need to be reviewed and if appropriate, changed. These changes may be initiated by you or your manager but always in consultation with you and your job description may also be reviewed as part of your annual PDR process.