



mary's
meals

a simple solution
to world hunger

Recruitment pack for:

Director of Communications

Mary's Meals International

mary's
meals

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Thank you for your interest in the role of Director of Communications. I hope you will find this pack informative and useful in supporting your decision to apply to join our team of employees, which exists to serve a global movement of people who are united around a simple mission; the provision of a daily meal in a place of education for the world's poorest children.

This meal, cooked and served by local volunteers, meets the immediate need of the hungry child and, at the same time, plays a key role in encouraging them into the classroom where they gain an education that can set them free from poverty. Today we serve over 2.2 million children each school day in 20 of the world's poorest countries. This global movement of ours is achieving something wonderful, each meal served is the product of a series of lots of 'little acts of love' carried out by people across many countries who freely give their time, money, skills or prayers and it is through that, that our movement grows.

Our work is named after Mary, the mother of Jesus, and our values and culture are rooted in and shaped by a Christian spirituality. We feel that the way we do things is as important as the end results. Ours is also a universal mission involving people of all faiths and none across the world. Everyone is invited to join and provide their own unique contribution to this work.

With 59 million children out of school around the world and a further 73 million attending school so hungry they're not able to concentrate and learn, our work is only just beginning. Will you play a crucial part in shaping the future of Mary's Meals and with it, the lives of thousands of children across the world?

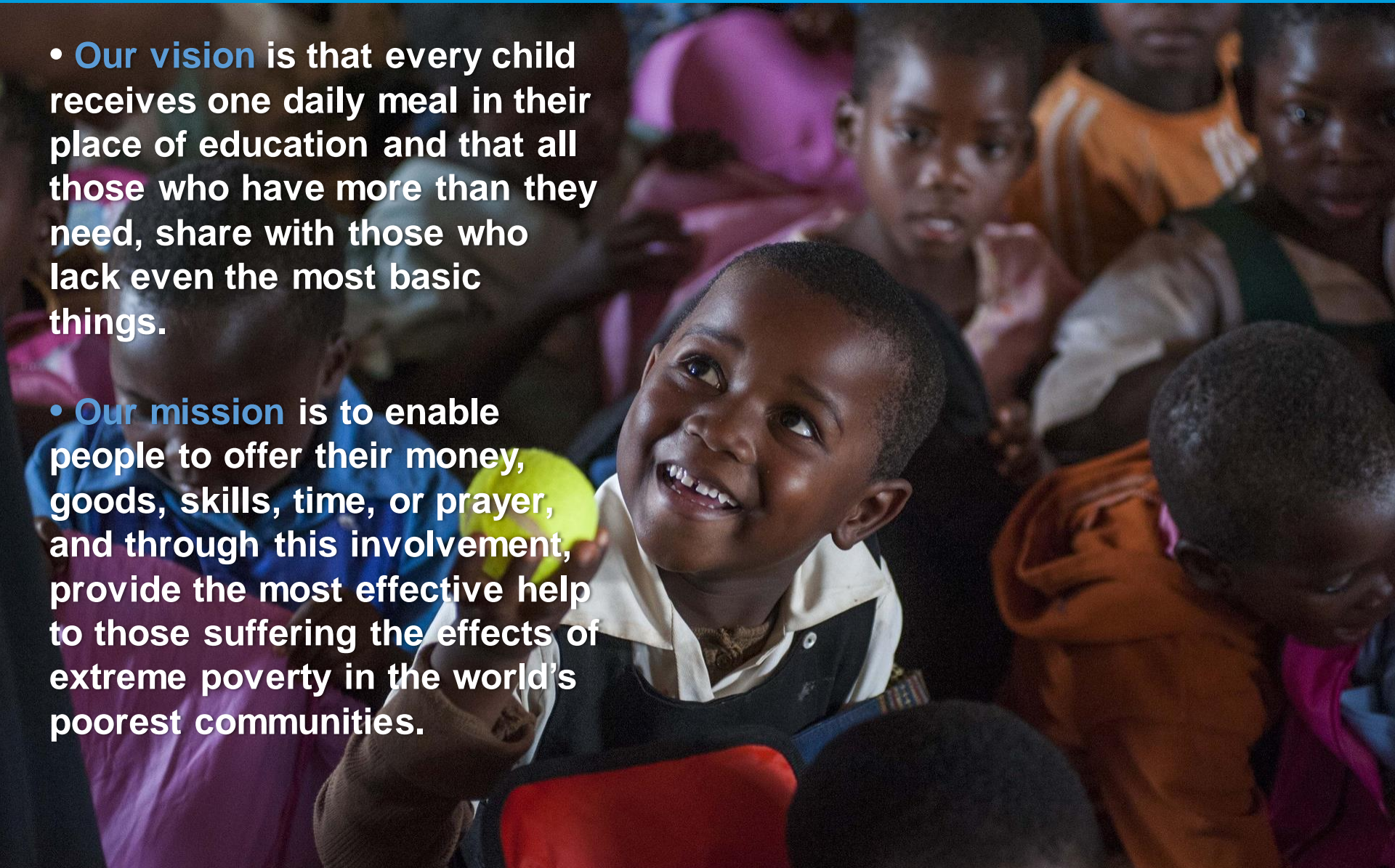
Good luck with your application!

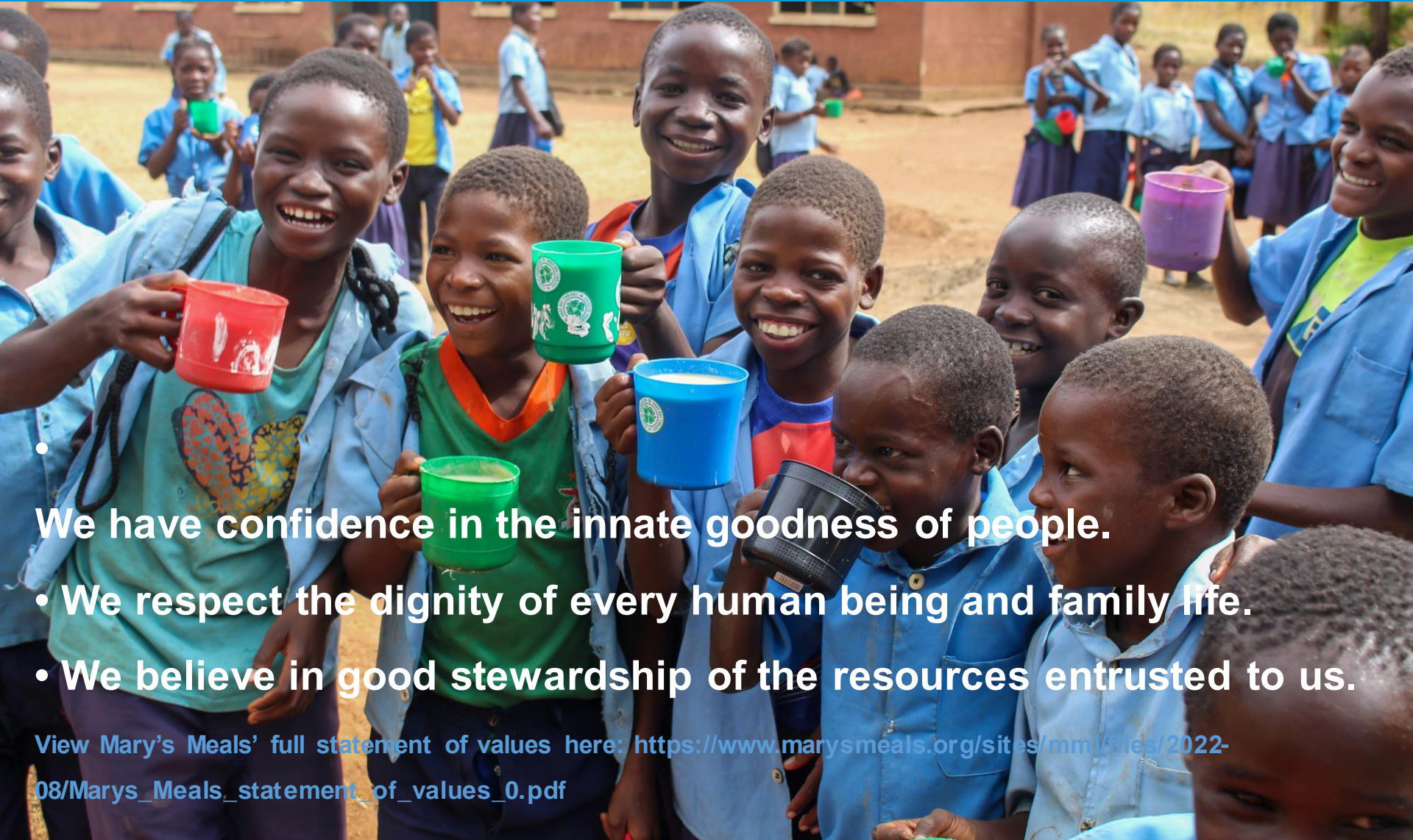
Magnus MacFarlane-Barrow
MMI CEO



Our vision and mission

- **Our vision** is that every child receives one daily meal in their place of education and that all those who have more than they need, share with those who lack even the most basic things.
- **Our mission** is to enable people to offer their money, goods, skills, time, or prayer, and through this involvement, provide the most effective help to those suffering the effects of extreme poverty in the world's poorest communities.





- We have confidence in the innate goodness of people.

- We respect the dignity of every human being and family life.

- We believe in good stewardship of the resources entrusted to us.

View Mary's Meals' full statement of values here: https://www.marysmeals.org/sites/mmm/files/2022-08/Marys_Meals_statement_of_values_0.pdf

This mission was born unexpectedly in 1992, when the MacFarlane-Barrow family, from their home (Craig Lodge Family House of Prayer) in Argyll, Scotland, launched a little appeal to help the people of Bosnia-Herzegovina, who were suffering because of the war there. An outpouring of incredible generosity in response to that first appeal meant that what was supposed to have been a 'one-off' delivery of aid grew into an organisation called Scottish International Relief which over the next 10 years supported various projects aimed at helping the poorest of the poor in several countries.

The Mary's Meals campaign was born in 2002 when Magnus MacFarlane-Barrow visited Malawi during an emergency response to a hunger crisis there and met a mother dying from AIDS. When Magnus asked her eldest son Edward what his dreams were in life, he replied simply: "I want to have enough food to eat and to go to school one day."

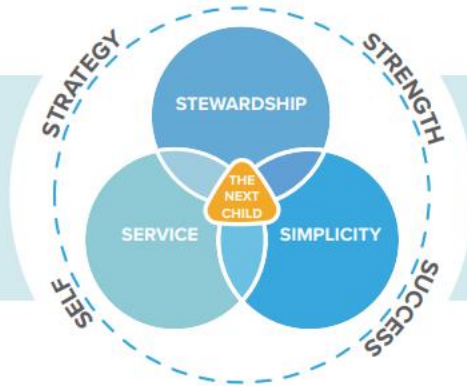
This encounter was one of the key inspirations that led to the birth of Mary's Meals recognising that millions of others like Edward were missing their education because of hunger. We came to believe that a daily school meal could help break this cycle of poverty and began to set up community owned school feeding programmes. This initiative soon became the sole focus of the organisation's work and began to grow rapidly around the world. In 2012, Scottish International Relief officially changed its name to Mary's Meals.

“The repeated generosity and passion of supporters is amazing, and to have the opportunity and responsibility to work with them to ensure their loving support is best utilised is really a pleasure. Knowing that their generosity will benefit the children Mary's Meals is privileged to serve is a tremendous joy.”

Mary's Meals colleague

ASPIRATION INTO ACTION

Empowering our people to deliver on the promises we make is at the heart of our mission and is more crucial than ever if we're going to turn our aspiration into action. As our movement continues to grow we need to make sure we work harder than ever to: a) keep things **simple** b) remain completely committed to **serv**ing the children at the heart of our organisation and c) be terrific **stewards** of the gifts that are entrusted to us. These three elements of our unique culture will accelerate our journey and help us reach the next child sooner.



SIMPLICITY

We will remain focused on our core vision – that every child should receive a daily meal in school – and communicate the needs of the children we serve and the nature of our mission in a straightforward, open and transparent way.

SERVICE

We will approach our vision and mission in a spirit of deep vocation and humble service, seeking always to be faithful servants of hope, the global movement, and those little ones who eat Mary's Meals each day.

STEWARDSHIP

We will strive to be good stewards of every gift entrusted to us – treating each one with deep love, respect and gratitude – and build meaningful, long-term relationships with all those involved in our work.



SIMPLICITY

Key Cultural Messages:

- We work hard to keep things as simple as possible.
- When we keep it simple, we can focus on the things that matter most.
- The simplicity of our message is key in energizing and inspiring the global movement.

Things that will speed us up:

- Remain focused on the few things that matter most.
- Champion the powerful and simple message of Mary's Meals.
- Speak up and challenge when tasks are not clear or where there is complexity.

Things that will slow us down:

- Getting involved in inconsequential issues that have no real impact on meeting the needs of those we serve.
- Not challenging when things seem complex.
- Looking beyond our core purpose when making decisions.

To keep things simple, we need to:

- Translate our strategy so that it is simple for everyone to understand and resonates with our people.
- Simplify our processes rather than create unnecessary complexity.
- Ensure roles, responsibilities and decision-making parameters are clear.

SERVICE

Key Cultural Messages:

- We exist to serve.
- Our desire to be of service is realised as we feed hungry children one meal per day in their place of education.
- Keeping our promises is the essential foundation for establishing trust. The greater the degree of trust people have in us, the greater our capacity to serve.

Things that will speed us up:

- Care deeply for those we serve.
- Approach our work with sincere gratitude for the gifts that enable the unique service we provide.
- Never lose sight of the impact we're having in the lives of some of the most disadvantaged children on the earth.

Things that will slow us down:

- Making promises that we can't keep.
- Initiative Overload – doing too many small things.
- Allowing operational expedience to take precedence over the people we serve.

To be of great service, we need to:

- Focus on the children who are in need. We have to put them first in every way.
- Be passionately engaged in our work (heart) and do it prudently and to the best of our ability (head).
- Collaborate across the movement. The Mary's Meals Family is strongest when it is united.

STEWARDSHIP

Key Cultural Messages:

- We are wise stewards of every gift entrusted to our care.
- We value every gift we receive and treat each with deep love, respect and gratitude.
- We value the diversity and unique contribution of everybody involved in our work.

Things that will speed us up:

- Take ownership of our work and do it to the very best of our ability.
- Contribute wholeheartedly to any team we belong to and support the development and growth of our colleagues.
- Exercise responsibility with resources that are entrusted to our care.

Things that will slow us down:

- Allowing unnecessary bureaucracy to get in the way.
- Failing to hold ourselves accountable for using resources at our disposal wisely.
- Missing opportunities to scale up successful ideas that make things better.

To be good stewards of the gifts entrusted to us, we need to:

- Sincerely value every contribution entrusted to Mary's Meals and ensure resources are wisely used.
- Prioritise tasks that have the greatest impact.
- Nurture and help develop the talents and gifts in ourselves and in those around us.

Mary's Meals Network

The global Mary's Meals family



Mary's Meals Network

National Affiliates

 Australia Independent Affiliate	 Austria Independent Affiliate	 Bosnia-Herzegovina Branch of MMI	 Canada Independent Affiliate	 Croatia Independent Affiliate
 Czech Republic Independent Affiliate	 France Independent Affiliate	 Germany Independent Affiliate	 Ireland Independent Affiliate	 Italy Independent Affiliate
 Poland Independent Affiliate	 Spain Independent Affiliate	 Switzerland Independent Affiliate	 United Kingdom Independent Affiliate	 United States Independent Affiliate



Programme Affiliates

 Kenya Branch of MMI	 Liberia Branch of MMI
 Malawi Subsidiary of MMI	 Zambia Subsidiary of MMI

Fundraising Groups

 Belgium International Fundraising Group	 Slovakia International Fundraising Group
 Hong Kong International Fundraising Group	 Slovenia International Fundraising Group
 Netherlands International Fundraising Group	
 Portugal International Fundraising Group	

Programme Partners

 Benin Sœurs de Marie de la Médaille Miraculeuse	 Ecuador Fundación Cristo Misionero Orante	 Ethiopia	 Haiti Hands Together, BND, Caritas Hinche, Summits Education	 India BREAD
 Kenya Caritas Lodwar	 Lebanon Dorcas	 Madagascar Grandir Dignement, Feedback Madagascar, Money For Madagascar	 Malawi Missionary Community of Saint Paul the Apostle	 Myanmar Episcopal Commission for Education
 Niger Grandir Dignement	 Romania Rhema Foundation	 South Sudan Diocese of Rumbek, Mary Help Association	 Syria Dorcas	 Thailand Living Water Foundation
 Uganda Emmaus Foundation	 Yemen Yemen Aid	 Zimbabwe Mavambo Orphan Care, ORAP		

The role

Role title: Director of Communications

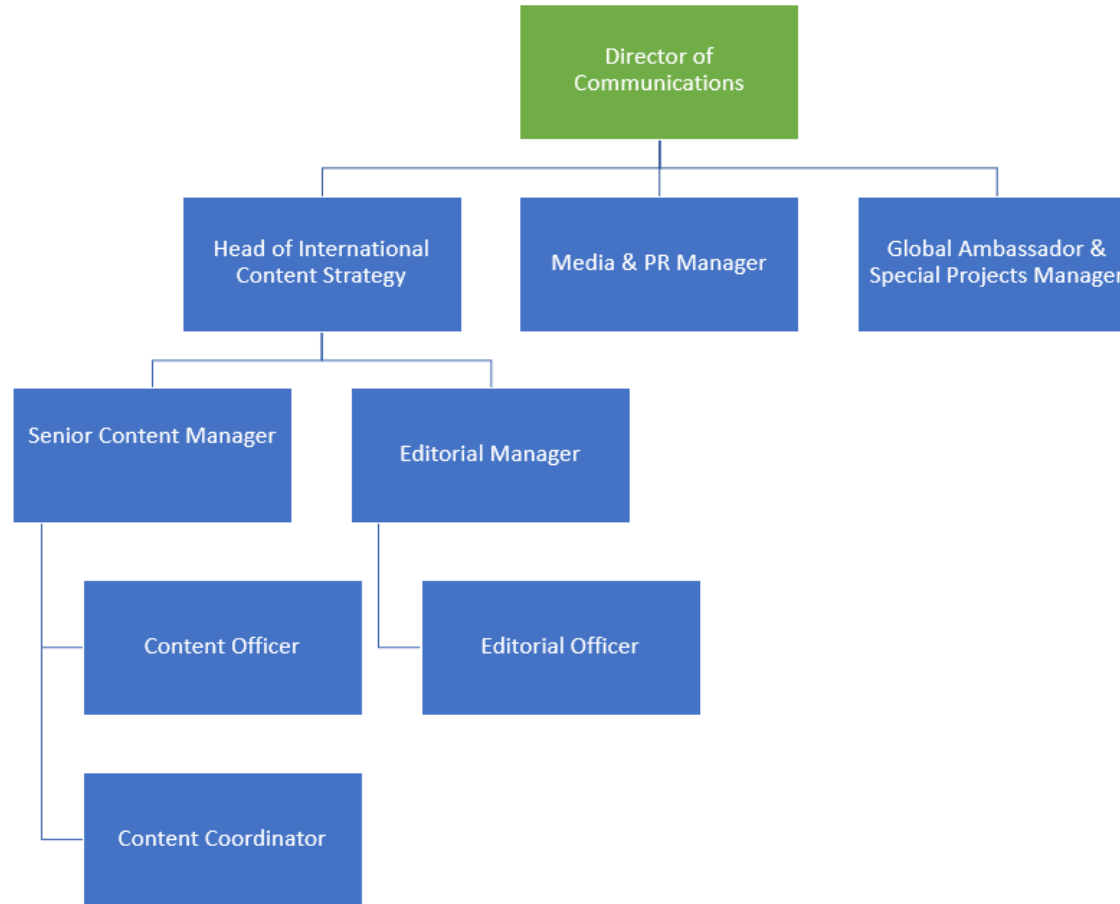
Salary: Competitive salary + benefits

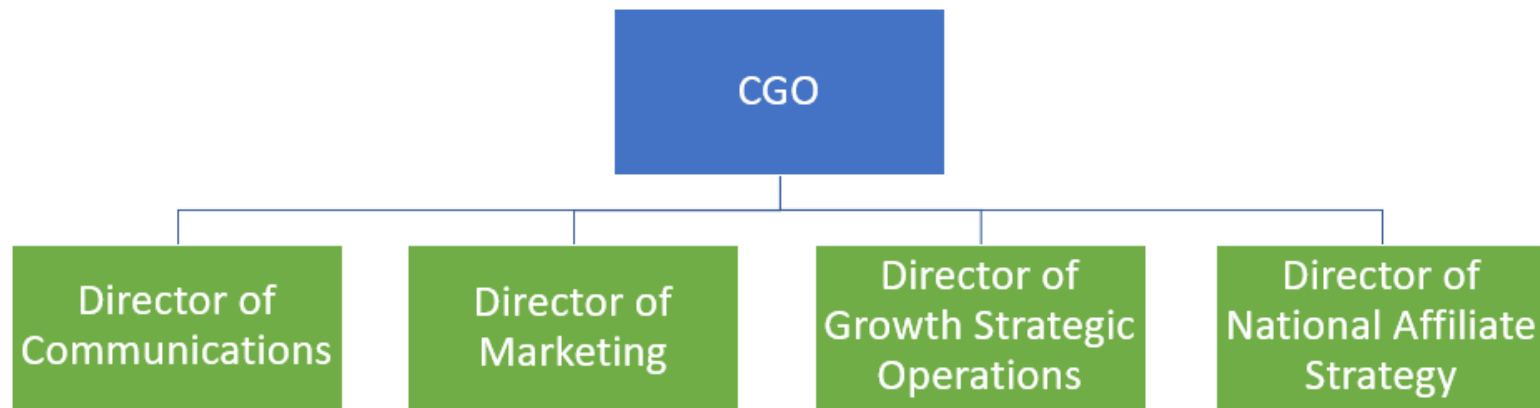
We have established compensation bands across the organisation, as we seek to ensure as much money as possible goes directly towards feeding children. An expectation of a vocational approach has shaped our approach to compensation for senior roles within Mary's Meals International.

- Benefits:**
- We are working fully remotely in MMI and happy to support fully remote roles
 - Flexible working hours
 - 34 days' annual leave (including public holidays) + an additional day each year to 39 days and the option to buy 5 more days
 - Life assurance
 - Non-contributory pension with employer contributions of 8%
 - Lifeworks Employee Assistance Programmes

Reports to: Chief Growth Officer







- **Our History**
 - [Our story | Mary's Meals \(marysmeals.org\)](https://marysmeals.org)
- **Our Books**
 - **The Shed That Fed 2 Million Children**
 - **Give**
 - [Books and Films | Mary's Meals \(marysmeals.org\)](https://marysmeals.org)
- **Our Films**
 - **Love Reaches Everywhere**
 - **Child 31**
 - **Generation Hope**
 - [Books and Films | Mary's Meals \(marysmeals.org\)](https://marysmeals.org)
- **Our Foundation Stones**



Microsoft Edge
PDF Document



As **Director of Communications**, you will be responsible for developing and leading our global communications strategy.

Through several channels, including media, PR, and faith-based networks, you will find ways to reach new audiences, inspiring them and our existing extensive global MM network to take action in support of our mission.

As guardian of our unique tone of voice, you will ensure our communications bring to life our dearly held organizational values. You will be responsible for crisis management and preemptive planning around risks of that nature. A skilled storyteller, you will lead a team that collects, curates, and builds the content library as a resource for the Marketing function and the National Affiliates.

You will enable the voices of those we serve to be heard and will identify opportunities to creatively promote our global movement across all mediums. Your team will oversee the creation of new assets (films, books, etc) and work with the Marketing function to bring those resources to the Mary's Meals community and new audiences.

You will actively seek new networks and communications partners that will help share the Mary's Meals Story on a global basis.



Strategic Leadership of Global Communications

- Work as a strategic partner as part of the Growth Senior Leadership Team.
- As part of the Growth Senior Leadership Team, work with the leaders of the organization to create, deliver and monitor both annual operational plans and the rolling 3-year Global Strategic Plan.
- Develop and deliver a global communications strategy that connects with the MM family and inspires the growth of our global movement.
- Act as the lead role model for the MM tone of voice, empowering our MM family to express our values and organizational culture through all internal and external comms.
- Provide oversight in the work of the Global Ambassadors Program to ensure that the current relationships with global ambassadors are growing and new opportunities are proactively being sought out in order to raise more awareness for Mary's Meals.
- Protecting and championing identity, culture, and values.
- Lead and inspire key communication work streams: PR/Media, Content Strategy and Storytelling, Development of new assets (films, books, etc), Communications Crisis Management, Internal Communications and Brand management/oversight.
- Support the global MM family in the development of communications expertise, capability, and strategy, enabling others to tell their story and the stories of those we serve, working closely with the marketing directorate to ensure that stories and content support the ongoing campaigns and evergreen activities.
- Promote a culture of inclusivity and communications cohesiveness across the very diverse MM network.
- Proactively seek story telling opportunities to connect others with our vision and mission.
- Respond in an agile way to changes, challenges and opportunities as they arise.

Media and PR

- Build a strategy to position Mary's Meals and the founder of Mary's Meals as a thought leader in global hunger conversation.
- Lead an overarching Media and PR strategy for the organization. Oversee the Head of Media/PR in leading out and executing the strategy.
- Actively seek PR and media partners who will bring the Mary's Meals story to new audiences as well as focusing in key areas of target audience strength (faith-based audiences, catholic networks, etc).
- Follow and model external trends in the communications area and drive innovation at MM by creating new opportunities to grow our movement.
- When appropriate, hire and retain PR Agencies to help lift brand awareness and visibility. Conduct an RFP process to select the best agency for Mary's Meals.
- In coordination with the Strategic Partnership and Communications roles in Programme countries, leads the organization's strategic approach for media and PR partnerships in Program Countries and in countries where Mary's Meals works with Program Partners.
- Creates a strategy to ensure that content from the Mary's Meals founder as well as other key voices in the organization are being leveraged to media outlets.
- Lead on communications relationship marketing and pro bono communications opportunities
- Develop and manage key messages and brand and embed across the global family

Content Strategy and Storytelling

- Developing and managing narrative positioning of Mary's Meals.
- Create a content strategy that supports the following: Marketing campaigns for MMI and for National Affiliates, evergreen marketing, social media, product support (Feed a School), and stories for reporting on grants as well as annual reports.
- Coordinate with the Programmes Department to develop a content strategy around the impact studies.
- Ensure content (both editorial and visual) is authentic, current, and telling stories that will elevate the Mary's Meals brand and reach new audiences.
- Support the Marketing function with resources for digital content as needed to build campaigns.
- Creates, provides oversight and builds a strategy for a "speakers bureau" across the Mary's Meals family so that speakers in different areas of expertise are leveraged to talk to external audiences (for example, churches, youth audiences, business meetings/conferences/corporations).
- Acts as the liaison between the Strategic Partner and Communications Officers in Programme countries to ensure that resources are created to support those strategic plans.
- Works with the Communications Officers in Program Affiliate countries and Programme Partner Countries to collect content that is pertinent to the authentic storytelling of the work of Mary's Meals.

Assets/Resources

- Oversee the creation and development of new resources for the Mary's Meals family, such as films and books. Creates a strategy to utilise and maximize each of these tools
- Works with the National Affiliates to ensure translations and access to these materials is simple and efficient.
- Coordinates with the Director of Marketing to leverage the tools in digital and physical campaigns.

Communications Crisis Management

- Acts as the SME for the voice of Mary's Meals in a crisis situations.
- Prepares FAQs for the organisation and National Affiliates within 24 hours of the crisis occurring.
- Ongoing media monitoring to ensure that Mary's Meals is not in a vulnerable or negative situation. If a problem occurs, has a risk mitigation plan in places to lessen the impact.
- As a global Communications Director, is available on an emergency basis to guide the organization in a communications crisis situation. (Has a deputy on standby if on vacation or unavailable).

Managing Teams

- Provide strategic support, leadership and direction to a high performing team.
- Oversee the delivery, monitoring and reporting of progress made against team and directorate strategies and plans.
- Lead, develop, coach and inspire a high-performing team, promoting a culture of engagement and empowerment including identifying and implementing opportunities for delegation and development
- Promote integration and collaboration between the different strands of the communications team
- Deliver support and training to drive on and offline growth
- Lead on digital technology, communications and insights for MMI and wider MM teams
- Lead on Data driven marketing to reach new audiences
- Work as guardian to data policy and principles to protect MM brand
- Seek all opportunities for personal growth and development to support the aims of our organisational strategy.
- Role-model Mary's Meals values and leadership behaviours

Management of self

- Continue to identify opportunities for own development including keeping knowledge up to date and relevant to support staff and develop capability
- Lead by example, communicate effectively and accept personal responsibility
- Identify and implement opportunities for delegation and next tier development

You will bring fantastic experience of working in and with international organisations, developing strategies to drive growth and successfully delivering complex global change projects. With exceptional organisational skills, a proactive approach to planning and the ability to work across multiple projects with diverse groups, you will thrive in a fast-paced strategic role.

Key Skills, Experience and Personal Attributes

- Proven results of growing an organization through communication channels while working in coordination with a Marketing team to leverage maximum reach across all opportunities.
- Proven experience of developing and implementing innovative communications strategies, policies, procedures and projects and translating these into action
- Excellent practical understanding of the communications 'toolbox' including digital, content development, brand, internal communications, PR and media relations
- Excellent understanding of fundraising and/or developing supporter or customer base and relationship marketing
- Experience of leading successful projects in a global environment
- Exemplary communication, mentoring and coaching skills
- Experience of managing brand positioning and messaging for an organisation
- A pragmatic person with the ability to work at all level to ensure people engagement translates into key deliverables are being achieved
- A strong vocational attitude that shows competence, commitment and contribution to the global Mary's Meals movement
- Demonstrable commitment to the Marys' Meals vision and mission



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 my self 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 develop strategy and translate it into action
Strengthen	<ul style="list-style-type: none"> • I create a positive work environment • I increase the capabilities of my team • I help people manage their careers • I find and develop next-generation talent
Success	<ul style="list-style-type: none"> • I ensure my team is technically competent and always developing • I build high performing teams • I ensure accountability • I am a catalyst for change





How to Apply for this Role

If you are inspired to join our movement and our vision, mission and values resonate with you, we would love to hear from you. Please tell us why you want to join Mary's Meals and why you would make a great Director of Communications.

To apply please visit our Work For Us page, <https://www.marysmeals.org/useful-links/work-for-us/> and include your CV and a succinct covering letter, addressing the above question.

Recruitment Process

- Initial telephone interview with our Head of Recruitment
- Interview with our Chief Growth Officer & CEO
- Interview with Growth Leadership Team peers
- Interview with our Chief Growth Officer and ELT

Our processes are informal and informative, we are very keen to get to know more about you, your experience/motivations and hopefully give you a clear picture of the opportunity and life here at Mary's Meals.



“Together, let’s set out on this journey; one step at a time, one meal at a time, one child at a time.”

– Magnus MacFarlane-Barrow, Mary's Meals founder