



mary's
meals

a simple solution
to world hunger

Recruitment pack for:

**Supporter Engagement Officer – West Midlands
& North Wales**

Mary's Meals UK

August 2022



happy to
talk flexible
working

mary's
meals

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Welcome from our Executive Director

Thank you so much for your interest in joining the Mary's Meals family. As you consider making an application for the role of Supporter Engagement Officer with Mary's Meals UK, I hope you find this pack helpful, encouraging and exciting.

In joining Mary's Meals UK, you would become part of a global movement of people who will simply not accept that any child should go hungry in this world of plenty. We are passionately driven by our simple belief that every child in the world deserves an education – and enough to eat.

From small beginnings feeding just 200 Malawian children in 2002, we are now reaching 2,279,941 children across 20 programme countries (including Malawi, Liberia, Zambia, Haiti, South Sudan and Syria) with a nutritious daily meal in school.

This meal not only meets the immediate needs of the hungry child, but it attracts children to the classroom, where they can gain an all-important education. And we firmly believe that the children who are receiving Mary's Meals today can grow up – better nourished and better educated – to become the men and women who will lift their communities out of poverty and end their reliance on aid.



None of this would be possible without the incredible generosity of our supporters all over the world, who give freely of their time, money, skills and prayer. In Malawi alone, we have 80,000 volunteers who rise early each day to serve Mary's Meals to children in their community.

And, across Mary's Meals' dozen or so 'national affiliate' countries, in which we raise awareness and funds for our work (including the UK, USA, Austria, Germany, Ireland, Croatia and Canada), thousands of people amaze and inspire us every day with their 'little acts of love', spreading the word about Mary's Meals in their local communities and raising money to feed more children.

The UK, where we received the first-ever donations for our work, remains the country in which Mary's Meals raises the majority of its funds. And Mary's Meals UK, the organisation I am privileged to lead, is responsible for continuing to tell our story across Scotland, England, Northern Ireland and Wales; engaging and inspiring more and more UK volunteers and donors; and driving forward the unrelenting growth of the Mary's Meals movement on these shores.

We do this while working very closely and collaboratively with our colleagues at Mary's Meals International, the organisation which co-ordinates the global movement and directly manages our school feeding programmes.

In the Supporter Engagement team, we use relationship-building skills to reach new people and build strong relationships with our supporters, which in turn drives income and higher levels of engagement for our overseas school feeding programmes. The breadth of the work means that no two days are the same as we work across a diverse range of audiences out in the community.

With more than 64 million children out of school around the world and a further 73 million attending school so hungry they're unable to concentrate and learn, our work is only just beginning. Will you play a crucial part in shaping the future of Mary's Meals UK and, with it, the lives of so many people who both contribute to and benefit from this incredible work of love, joy and hope?

I look forward to hearing *your* story.



Daniel Adams
Executive Director, Mary's Meals UK

- **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: [Statement of Values](#)

Mary's Meals is a global movement that sets up school feeding projects in some of the world's poorest communities, where poverty and hunger prevent children from gaining an education.

Our idea is a simple one that works. We provide one daily meal in a place of learning in order to attract chronically poor children into the classroom, where they receive an education that can, in the future, be their ladder out of poverty.

The Mary's Meals campaign was born in 2002 when Magnus MacFarlane-Barrow, from Dalmally in Argyll, visited Malawi during a famine 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."

That moment was a key part of the inspiration which led to the founding of Mary's Meals, which began by feeding just 200 children in Malawi in 2002. Today, 20 years later, we feed 2,279,941 hungry children every school day across four continents. The average worldwide cost for us to feed a child for a whole school year is just £15.90.

Where Mary's Meals is provided, there is a rise in school enrolment, attainment and attendance. Wherever possible, Mary's Meals uses locally grown food to support the local economy and help smallholder farmers.

We work extremely hard to keep our running costs low and to ensure that at least 93% of donations goes directly on our charitable activities. This is only possible because most of our work is done by an army of dedicated volunteers all over the world, who carry out lots of little acts of love on behalf of Mary's Meals.

Having been inspired, in part, by our founder's Catholic faith, this work is named in honour of Mary, the mother of Jesus, who brought up her own child in poverty. We consist of, respect and reach out to people of all faiths and none.

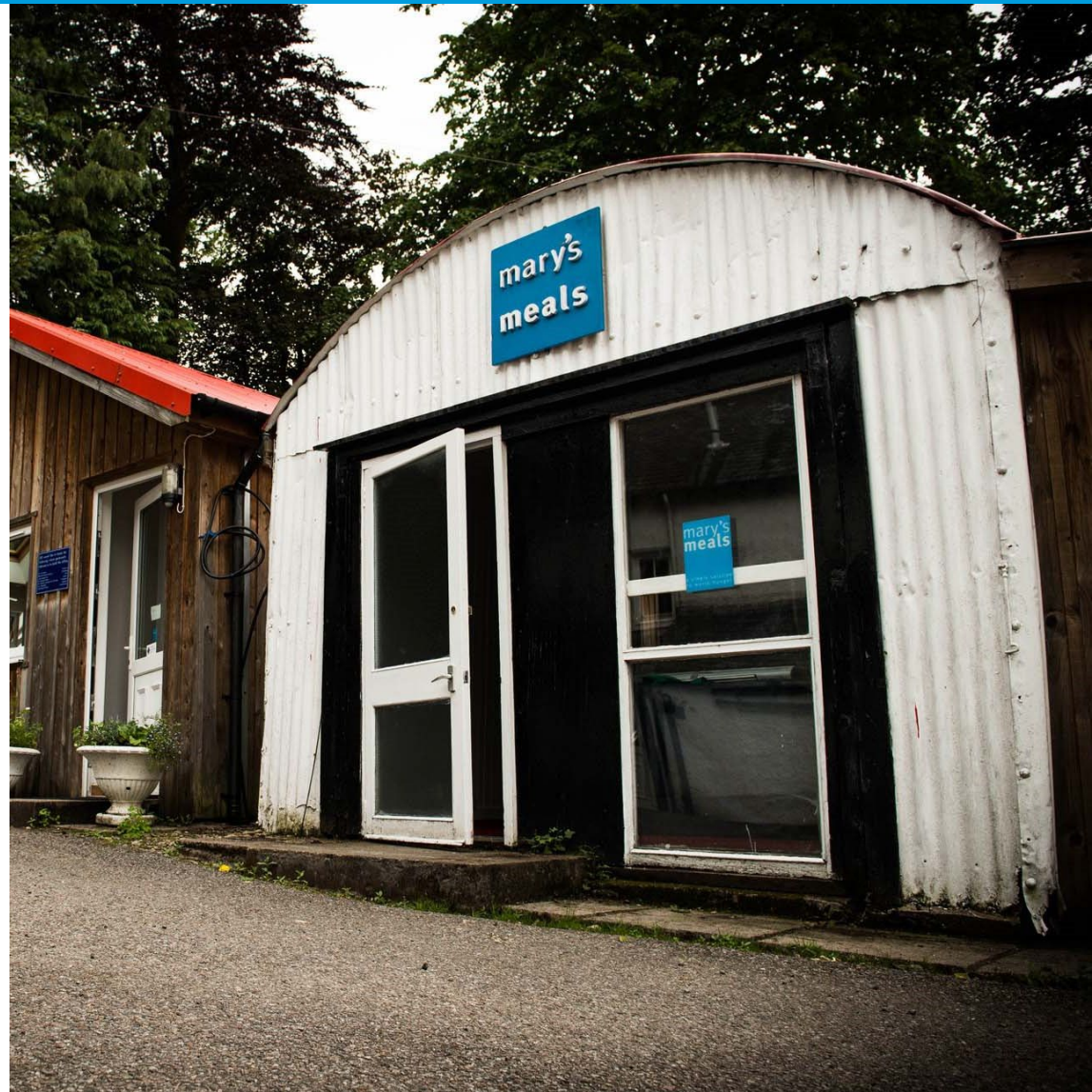
Counting on support from around the globe, Mary's Meals has registered national affiliate organisations, which raise awareness of our work, in 20 countries around the world. Funds raised by affiliates, including from Mary's Meals UK, are passed to Mary's Meals International, the organisation which co-ordinates our movement and directly manages the delivery of our school feeding programmes.

Mary's Meals UK (or 'MMUK'), a charity registered in Scotland, is the oldest entity in the Mary's Meals family – the original organisation established as Scottish International Relief in the early 1990s, when our founder and global CEO, Magnus MacFarlane-Barrow, first became involved in international aid during the Bosnian Conflict.

Back then, Magnus was a simple salmon farmer who, along with his family, decided to do something to help those who were suffering because of the war.

They relied heavily on the generosity of local people in their village of Dalmally in Argyll, who relentlessly donated food, blankets and other items of aid, which were then stored in the family shed, before being driven out by Magnus to Bosnia-Herzegovina.

Though our largest office is now in Glasgow, that same shed – which continues to be filled, metaphorically at least, with the generosity of our supporters – still serves as the headquarters of Mary's Meals UK to this day.



In January 2015, to recognise the incredible growth of the Mary's Meals movement around the world and to facilitate future growth in new countries, another entity – Mary's Meals International (or 'MMI') – was formed.

This new organisation assumed responsibility for directly delivering our programmes and for coordinating the growing number of Mary's Meals organisations around the world, aimed at either awareness-raising or programme delivery.

This structural change saw Mary's Meals UK become the global movement's largest fundraising organisation and enabled it to focus even more passionately on its mission to tell our story across Scotland, England, Northern Ireland and Wales, and empower more people to help us reach the next hungry child by offering their money, goods, skills, time or prayer.

Today, Mary's Meals UK raises awareness and funds under the direction of the Executive Director, and through the passion, commitment and dedication of our volunteers and staff, led by the Director of Communications, Director of Supporter Engagement and Income, and the Director of Finance and Operations. The organisation currently has offices in Glasgow, Dalmally and London and offers a flexible working model.



Role title: Supporter Engagement Officer – West Midlands & North Wales

Location: Home based - located in the West Midlands / North Wales region, however, will consider candidates outside of this area who are willing to travel regularly within the region

Contract: Full-time, Permanent (37.5 hours per week)

Salary: £26,806 - £31,031

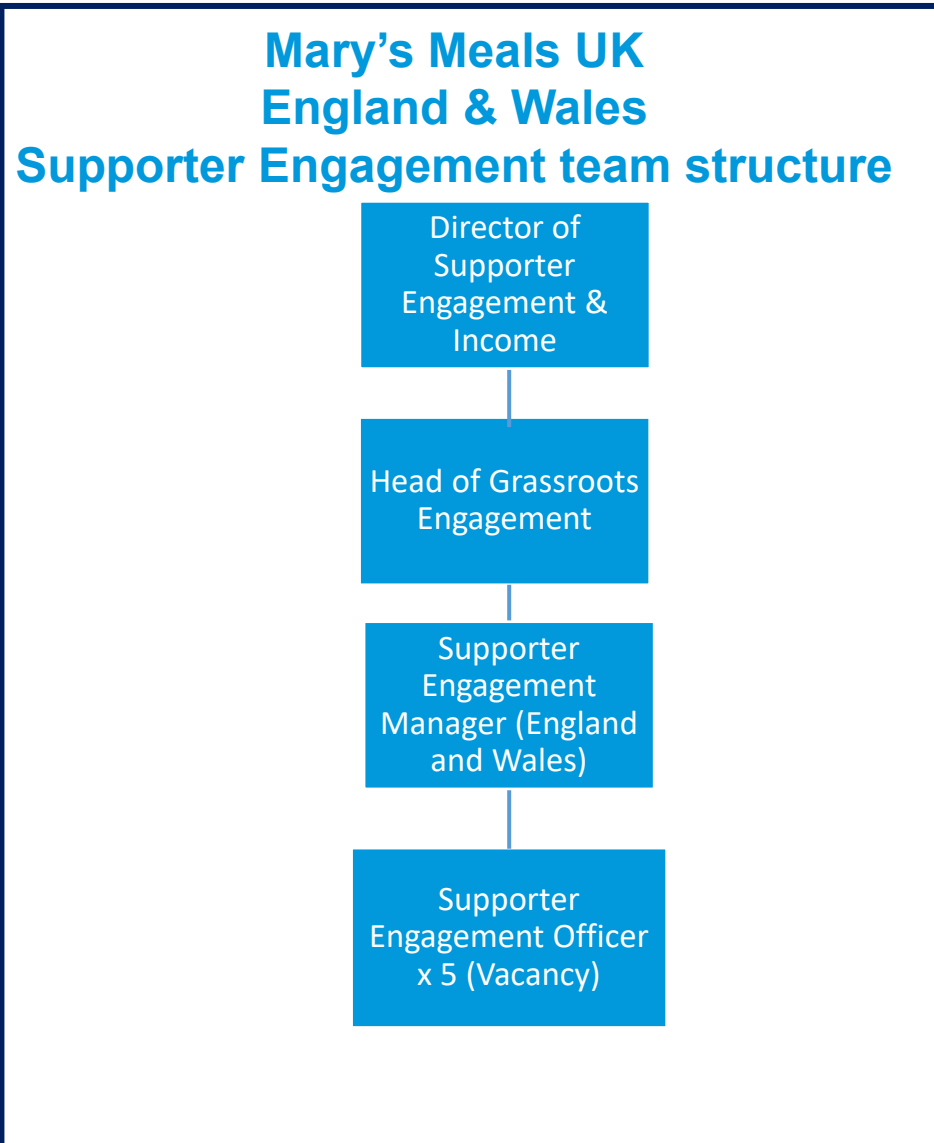
Benefits: Flexible working, 34 days' annual leave (including public holidays), and a non-contributory pension with employer contributions of 8%. For more information on what we offer, please visit [our website](#)

Reports to: Supporter Engagement Manager

Key relationships:

Internal: Supporter Engagement team
Communications team
People team

External: Mary's Meals supporters, donors and fundraisers
Schools
Churches



Duties and responsibilities

Role overview

The Supporter Engagement Officer builds relationships between Mary's Meals and our supporters. Building relationships with supporters where they live amplifies our message and builds a community of engaged supporters who are motivated to make a lasting difference to the lives of children in some of the world's poorest countries.

You'll be growing and mobilising a regional network of supporters and volunteers – including the co-ordination of our extremely dedicated volunteer speakers.

The Supporter Engagement Officer informs and inspires people in the UK about how the Mary's Meals' school feeding programme is helping to lift impoverished and marginalised children in the developing world out of poverty.

Our values are important to us and we need someone who can communicate this to our supporters, across all platforms. The approach is vital in order to secure increased support and funding for the organisation to spend 93% of our income on our charitable activities.

Principal duties

- Working closely with the Supporter Engagement Manager to develop strategy and plans for engaging supporters within West Midlands and North Wales.
- Take responsibility for and lead on our work with churches, clubs, schools, universities and volunteer speakers within the region.
- Recruit, train and support volunteers within West Midlands and North Wales to undertake awareness raising and fundraising activity.
- Build our community volunteers movement as per agreed key performance indicators to allow for more opportunities for our story to be shared and encourage growth within the region.
- Act as a main point-of-contact for our grassroots fundraisers and community volunteers, building warm relationships and providing advice, help and support.
- Manage the co-ordination of our regional network of volunteer speakers. Duties include recruiting new speakers, conducting training sessions, allocating talk requests, generating new speaking opportunities and providing on-going support to volunteers.
- Promote the formation of more local groups, to encourage our community volunteers to meet and support and encourage one another in their efforts.
- Steward, develop and closely manage certain donor relationships where appropriate.

- Contribute towards the continued expansion, enhancement and promotion of key fundraising campaigns – especially Sponsor A School.
- Contribute highly creative ideas for new fundraising campaigns or initiatives and play a significant role in formulating and implementing approved campaigns.
- Work closely with the communications team to produce creative and engaging fundraising resources, including fundraising packs, information booklets, newsletters and educational materials.
- Support our community volunteers with resources to ensure our network is empowered and enabled, ensuring responsibility of the promotion of our campaigns and materials with our movement.
- Act as an ambassador for Mary's Meals, representing the organisation at public engagements and supporter events – and, where necessary, delivering speeches or presentations to a wide range of audiences.
- Assist in ensuring that all Mary's Meals websites and social media profiles are kept up to date – particularly with regard to providing engaging fundraising content and story ideas.
- Assist the supporter care team in managing the Mary's Meals database, ensuring that records are accurate and up to date.
- Research, analyse and present data which informs the decision-making of the head of supporter engagement and other senior managers.
- Collaborate with the communications team, to develop content for direct mails, emails, social media and campaigns
- Support, where appropriate, the work of fellow team members.
- Assist the grassroots Supporter Engagement Manager in ensuring compliance with relevant legislation.



- Degree level education in a relevant discipline or equivalent professional experience
- Possess a warm and engaging personality, with good networking and interpersonal skills
- Ability to work independently, be a self-motivator and possess excellent judgement
- Possess advanced communication skills, both written and oral
- Ability to think creatively and capable of generating new ideas, opportunities and resources
- Able to work and communicate creatively with people of all ages from a variety of backgrounds
- Capable of tailoring key messages to different audiences, and comfortable in many different settings, from schools and churches to conference halls and boardrooms
- Excellent organisational, prioritisation and time management skills
- Ability to work effectively on multiple tasks simultaneously
- Possess an analytical mind, with proficiency and experience in data analysis
- Good project management skills, capable of liaising with multiple stakeholders
- Able to effectively delegate to volunteers
- Prepared to travel within the UK on occasion
- Good IT skills and administrative skills



All Mary's Meals UK employees approach their role in line with our 7S competency model:

1. Self

- I build and demonstrate resilience
- I lead by example
- I'm authentic and true to Mary's Meals values
- I develop myself and set stretching goals

2. Service

- 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

3. Simplicity

- 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

4. Stewardship

- 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

5. Strategy

- 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

6. Strengthen

- I contribute to a positive work environment
- I support those around me

7. Success

- I maintain my technical competence
- I contribute to the success of my team
- I ensure accountability
- I embrace change



How to apply for this role

To apply for the role of Supporter Engagement Officer at Mary's Meals UK, please send a tailored CV and covering letter to: Jobs@marysmeals.org

Your covering letter should make a compelling case for why you feel motivated to apply internally for this role within Mary's Meals UK, as well as giving a concise overview of your most relevant skills and experience, and should fill no more than two pages of A4.

Recruitment timescales

Applications will be reviewed on receipt and interviews will be scheduled accordingly.

Please note: If you have any special requirements or adjustments before an interview, please let us know. A second interview stage may be required.

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G41 1BS

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W11 4SF



“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