

<b>Department:</b>	Communications
<b>Reporting to:</b>	Director of Communications
<b>Contract type:</b>	Permanent

### **Working at Mary's Meals International:**

Our mission, vision, and values are at the very heart of everything we do 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:**

In this role, through the implementation of successful media programmes, you will contribute significantly to the overall development and delivery of our global communications strategy. This strategy is designed to raise awareness of Mary's Meals around the world, promote our brand, uphold our key messages and values, and make a credible and compelling case for the charity's approach in helping to lift impoverished and marginalised children in the developing world out of poverty. The International Media Relations Manager will play a key role through developing media campaigns, preparing and selling in press releases, achieving top level global media hits and mentoring our national affiliate and programme affiliate networks to achieve more in their countries.

### **Key responsibilities & activities:**

- Work closely with the Director of Communications and contribute effectively to the organisation's overall communications strategy, which seeks to raise awareness of the work of Mary's Meals using media relations.
- Manage curation of MMI film assets rights, licensing and distribution.
- With support from the Director of Communications, deliver an overarching global Media Relations strategy for the organisation.
- Manage the day-to-day relationship with relevant agencies, working closely with the Director of Communications to ensure needs are met. Support in the selection of new agencies where necessary.
- Contribute to and implement media strategies in support of organisational aims.
- Distribute media material to key international media contacts (traditional and online) and proactively seek media opportunities that support the organisation's objectives.
- Prepare press material for national and programme affiliates for global media and marketing campaigns, events and other initiatives.
- Seek placement of opinion pieces (by Mary's Meals CEO and other MM thought leaders) in national/global media outlets.
- Work closely with National Affiliates to advise on media relations and assist with press releases as needed. Ensure all press releases within Mary's Meals (including National Affiliates, Programme Affiliates, and Program Partners) have been reviewed prior to sending out and align with key messages.

- Work closely with the Head of/Manager of Communications in Programme Affiliates to develop and implement effective media campaigns in country ensuring maximum exposure and brand awareness.
- Monitor and evaluate the effectiveness of press releases and media efforts to build best practice within Mary's Meals.
- Create and maintain international media contacts, liaise with individuals and media outlets, and develop and manage relationships with key media partners including outlets, agencies and contractors across the world.
- Proactively seek out global media opportunities and build relationships with journalists, pitching a continuous flow of news stories, opinion pieces and feature ideas to the media, and with support from the Director of Communications, contribute to a global MM media strategy.
- Effectively manage reactive day-to-day press enquiries to tight deadlines, including organising interviews with global spokespeople.
- With support from the Director of Communications, execute a proactive and reactive global media strategy including crisis communications. Ensure FAQs are quickly prepared and disseminated to the relevant internal partners in the case of a media event or crisis.
- Build strong working relationships with Mary's Meals affiliates and groups to support their media work, coaching staff and volunteers where required.
- Ensure media training is provided for all relevant areas of the Mary's Meals family and review the media training on an annual basis.
- Identify opportunities to enter Mary's Meals into any appropriate media awards, appeals or funding.
- Keeps current with changes and new developments in media and communications field.

### **Additional information:**

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

### **All MMI employees are expected to undertake the following general duties:**

- Work within the framework of the Mary's Meals mission, vision and values.
- Work towards achieving department strategy, operational plans and objectives.
- Ensure familiarity with and adhere to all MMI policies and procedures.
- Undertake and apply learning from appropriate training and development programmes.
- Understand and uphold the standards outlined in MMI's Safeguarding Policy, acting with due care and attention to safeguard anyone that comes into contact with our work.

### **Essential skills & experience required for this role:**

- Significant work experience in international press and communication roles.
- Proven track record in building strong relationships with journalists at the highest levels.
- Experience implementing media relations strategies to achieve specific aims and objectives.
- Proven experience in proactive and reactive media management, with a strong news sense and ability to move quickly on breaking news opportunities.
- Professional level verbal and written English and communication skills.
- Strong experience in writing media releases, articles and externally focused communications for a range of audiences.
- Demonstrable understanding and experience of media metrics and reporting.
- Able to work collaboratively with colleagues to pool skills, ideas and resources to achieve objectives and resolve problems.
- Proven ability to work well under pressure and meet deadlines
- Strong time management skills with proven ability to manage several projects at once, to prioritise work and to work under pressure to meet tight timeframes.
- Cultural sensitivity and empathy with the ethics of our work and the ability to work effectively with a wide range of people in different countries and settings.

## Desirable:

- Degree in journalism, communications or English.
- Professional journalism qualification.

## Mary's Meals 7S Leadership Competencies:

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

<b>Self</b>	<ul style="list-style-type: none"><li>• I build and demonstrate resilience</li><li>• I lead by example</li><li>• I am authentic and true to Mary's Meals values</li><li>• I develop myself and set stretching goals</li></ul>
<b>Service</b>	<ul style="list-style-type: none"><li>• I have a vocational attitude to my work</li><li>• I inspire hope in others</li><li>• I build belief that even difficult challenges can be solved</li><li>• I am committed to serving and enabling all who want to be part of the global movement</li><li>• I work to ensure our future will be even better than our past</li></ul>
<b>Simplicity</b>	<ul style="list-style-type: none"><li>• I communicate effectively</li><li>• I follow clear decision-making criteria</li><li>• I create plans that are easy to follow and contribute to organisational goals</li><li>• I embrace inclusivity and diversity</li><li>• I focus on delivering results</li></ul>
<b>Stewardship</b>	<ul style="list-style-type: none"><li>• I pay attention to the things that matter most – (a) our physical resources; (b) our people</li><li>• I nurture, develop and respect our relationships with external stakeholders</li><li>• I deliver on my promises</li><li>• I am happy to be held accountable and to hold others to account</li></ul>
<b>Strategy</b>	<ul style="list-style-type: none"><li>• I have a point of view about the future</li><li>• I know our stakeholders and see our priorities clearly</li><li>• I help others to work in ways that have the greatest impact</li><li>• I develop strategy and translate it into action</li></ul>
<b>Strengthen</b>	<ul style="list-style-type: none"><li>• I create a positive work environment</li><li>• I increase the capabilities of my team</li><li>• I help people manage their careers</li><li>• I find and develop next-generation talent</li></ul>
<b>Success</b>	<ul style="list-style-type: none"><li>• I ensure my team is technically competent and always developing</li><li>• I build high performing teams</li><li>• I ensure accountability</li><li>• I am a catalyst for change</li></ul>

## 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.

