



mary's  
meals

a simple solution  
to world hunger

**Recruitment pack for:  
Marketing Officer**

**Remote working from  
anywhere in the UK**

**Mary's Meals UK**

**January 2024**



**happy to  
talk flexible  
working**

mary's  
meals



|  |           |
|--|-----------|
| <b>Welcome from our Executive Director</b> | <b>3</b>  |
| <b>Our vision, mission and values</b>      | <b>5</b>  |
| <b>About the Mary's Meals movement</b>     | <b>7</b>  |
| <b>About Mary's Meals UK</b>               | <b>9</b>  |
| <b>Role outline and Specification</b>      | <b>11</b> |
| <b>Recruitment process information</b>     | <b>16</b> |



# 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 Marketing 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 2,429,182 children across 18 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.

The Marketing Officer works as part of the communications team, to raise awareness of our work within the UK in order to attract new supporters, develop relationships with existing supporters, and ensure the values of the organisation are upheld and promoted in all communications activities.

With more than 67 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.



**Matt Barlow**  
**Executive Director, Mary's Meals UK**

# 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: [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 over 2.4 million hungry children every school day across four continents.

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 18 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 Network

### National Affiliates

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

 **Mary's Meals International (MMI)**

### Programme Affiliates

|  |  |
|--|--|
|  <b>Kenya</b><br>Branch of MMI      |  <b>Liberia</b><br>Branch of MMI    |
|  <b>Malawi</b><br>Subsidiary of MMI |  <b>Zambia</b><br>Subsidiary of MMI |

### Fundraising Groups

|  |  |
|--|--|
|  <b>Belgium</b><br>International Fundraising Group       |  <b>Slovakia</b><br>International Fundraising Group |
|  <b>Hong Kong</b><br>International Fundraising Group     |  <b>Slovenia</b><br>International Fundraising Group |
|  <b>Netherlands</b><br>International Fundraising Group |  |
|  <b>Portugal</b><br>International Fundraising Group    |  |

### Programme Partners

|  |  |  |   |  |
|--|--|--|---|--|
|  <b>Benin</b><br>Soeurs de Marie de la Médaille Miraculeuse |  <b>Ecuador</b><br>Fundación Cristo Misionero Orante              |  <b>Ethiopia</b>  |  <b>Haiti</b><br>BND, Caritas Hinche, Summits Education          |  <b>India</b><br>BREAD                                |
|  <b>Kenya</b><br>Caritas Lodwar                             |  <b>Lebanon</b><br>Dorcus   |  <b>Madagascar</b><br>Grande Dignement, Feedback Madagascar, Money For Madagascar |  <b>Malawi</b><br>Missionary Community of Saint Paul the Apostle |  <b>Myanmar</b><br>Episcopal Commission for Education |
|  <b>Niger</b><br>Grandir Dignement                        |  <b>South Sudan</b><br>Diocese of Rumbek, Mary Help Association |  <b>Syria</b><br>Dorcus   |  <b>Thailand</b><br>Living Water Foundation                    |  <b>Yemen</b><br>Yemen Aid                          |
|  <b>Zimbabwe</b><br>Mavambo Orphan Care, ORAP             |  |  |   |  |

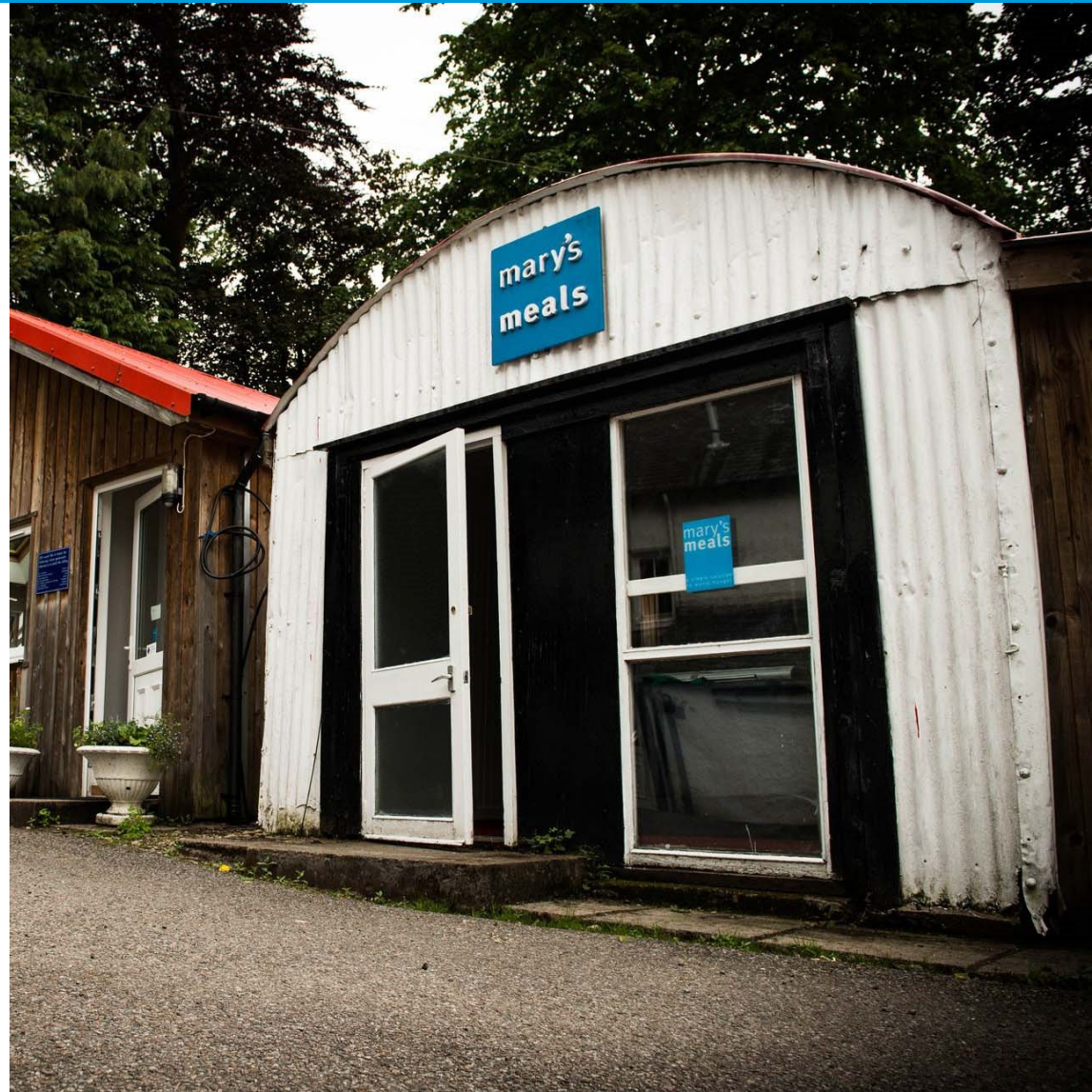


Mary's Meals UK (or 'MMUK'), a charity registered in Scotland, is the oldest entity in the Mary's Meals family – the original organisation established as Scottish International Relief in the early 1990s, when our founder and global CEO, Magnus MacFarlane-Barrow, first became involved in international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

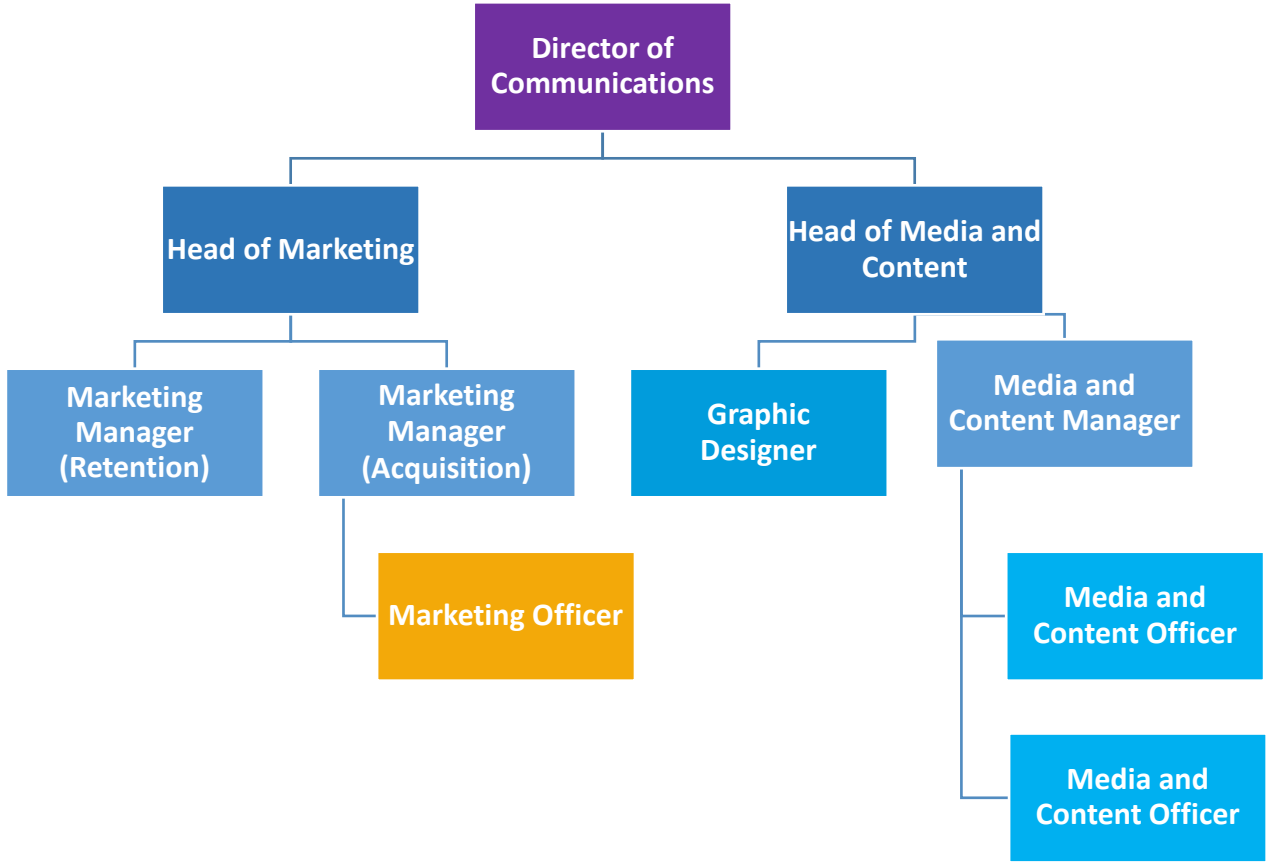




|                          |  |
|--------------------------|--|
| <b>Reports to:</b>       | Marketing Manager (Acquisition)  |
| <b>Location:</b>         | Home working from anywhere in the UK   |
| <b>Salary:</b>           | c. £28,164 - £32,603 per annum   |
| <b>Benefits:</b>         | <ul style="list-style-type: none"><li>• Flexible working</li><li>• 34 days' annual leave (including public holidays)</li><li>• Non-contributory pension with employer contributions of 8%.</li><li>• Volunteering and development days</li><li>• Enhanced maternity and paternity leave</li><li>• Employee Assistance programme</li><li>• Life Assurance</li><li>• Wellbeing support</li></ul> |
| <b>Key relationships</b> | <ul style="list-style-type: none"><li>• Marketing Manager (Acquisition)</li><li>• MMI Marketing team</li><li>• Marketing Manager (Retention)</li><li>• Media and Content team</li><li>• Supporter Engagement team</li><li>• Data Insights team</li></ul>   |



# Communications team structure





# Duties and responsibilities

## Role overview:

The Marketing Officer is part of a team responsible for mass communication with existing and potential supporters and donors. This role works closely with Supporter Engagement colleagues to ensure a consistently integrated approach.

## Principal duties

- Utilise a range of digital platforms to grow fundraising and awareness for Mary's Meals, including social media channels, email marketing and website – including content production for all channels.
- Creation of web pages (using website CMS) and emails (using CRM system) including supporter email journeys and forms.
- Drive the social media strategy, looking at creativity and data insights, along with trend driven development of innovative, creative and scroll stopping content designed to captivate our audience.
- A key part in implementing the Mary's Meals SEO strategy, both content and liaising with our website team for any development work. Using SEMrush where possible to highlight SEO opportunities.
- Support with advertising of Mary's Meals using AdWords and Meta Suite, using audience and creative testing to compliment organisation growth.
- Increase engagement with new and existing supporters through the creation of meaningful content and marketing activities (all in keeping with Mary's Meals' distinct storytelling and fundraising style).
- Contribute to the creation of campaigns and content that tell the Mary's Meals story and build support for our vision.
- Ensure that all communications work accurately protects the reputation of Mary's Meals and promotes our brand values, style and key messages.
- Support development of potential new marketing activities.
- Regularly monitor and review data across the various communications channels and contribute to evaluation reports.
- Sourcing and ordering products and marketing materials.
- Perform as hoc duties as required to support the department.

## Essential:

- Experience in SEO; in adapting existent website content to be more SEO friendly and creating SEO specific content. A key understanding of core technical SEO concepts.
- Comfortable with using a website CMS and email CRM system to build supporter emails, web forms and journeys.
- Create innovate and engaging posts across a range of social media channels, with a track record in building engaged online communities.
- Good project management skills with the ability to adapt to a changing workload and reprioritise on an on-going basis.
- A keen eye for detail, supporting with content creation, proof reading and suggestions for ways of improvement
- A keenness for analytics and numbers; evaluating marketing channels and campaigns and providing recommendations for future innovations.
- Excellent communication skills.

## Desirable:

- Experience in creating and optimising paid advertising campaigns through meta and google platforms.
- Experience with print marketing – namely direct mail, door drops and POS (posters, leaflets etc.) and product ordering.
- Have a degree in a related field or have relevant experience in the workplace.





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 Marketing Officer based at Mary's Meals UK, please send a tailored CV and covering letter to: [Jobs@marysmeals.org](mailto:Jobs@marysmeals.org)

Your covering letter should make a compelling case for why you feel motivated to apply 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.

Applicants must hold full right to work in the UK.

## Recruitment timescales:

Closing date for applications is  
Wednesday 31<sup>st</sup> January at 5pm.

Please note: If you have any special requirements or adjustments before an interview, please let us know.





**“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**