



mary's
meals

a simple solution
to world hunger

Recruitment pack for:
Marketing Manager – Acquisition
Fixed Term from March to October 2024

**Remote working from
anywhere in the UK**

Mary's Meals UK

February 2024



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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 Marketing Manager – Acquisition 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 role of the Marketing Manager is to raise funds and awareness through the marketing of content across various channels to enable our mission to grow. This role will lead on the acquisition of new supporters across the marketing mix with the key aim of attracting new supporters through digital, print and out of home media, whilst reinforcing our values and key messages.

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** 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 which means that it costs just £19.15 to feed a child with Mary's Meals for a whole school year. 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

 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

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

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

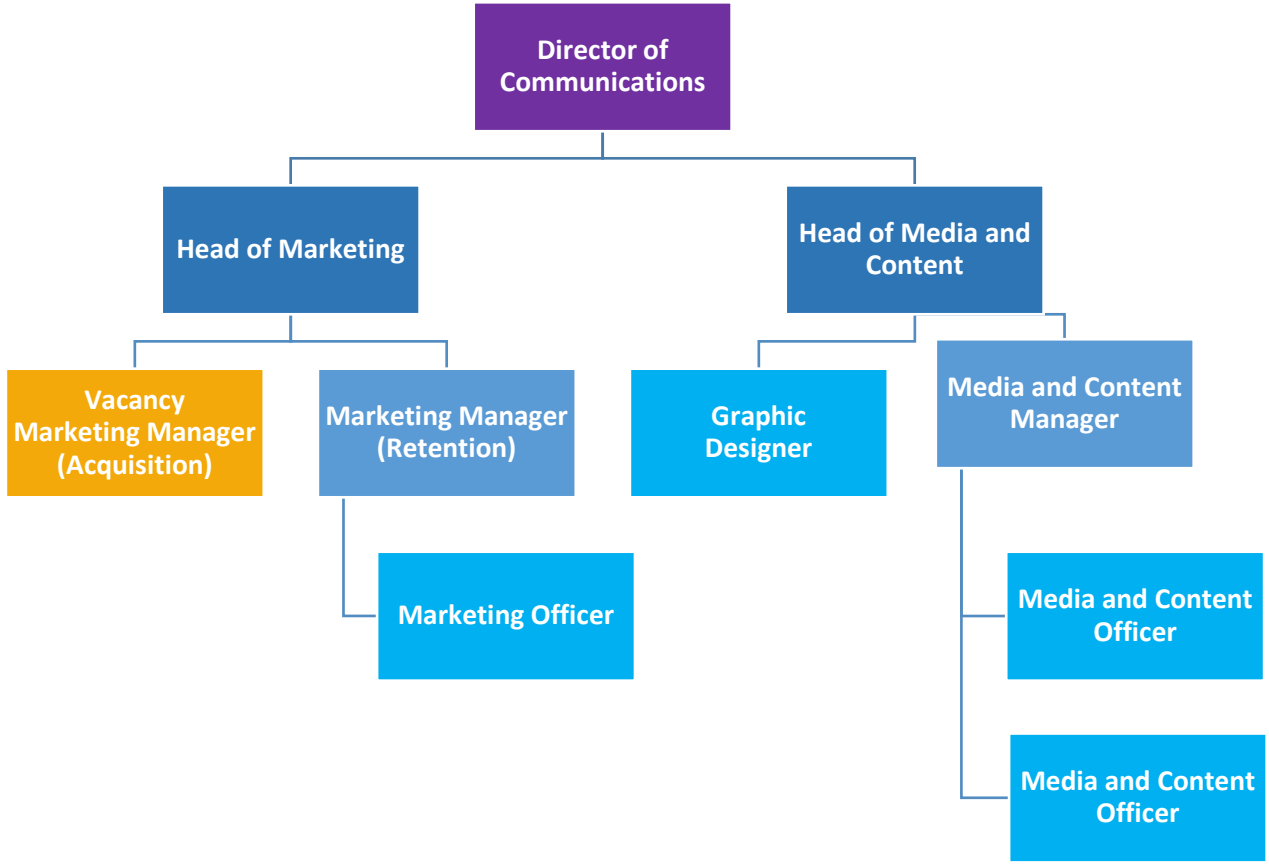
Today, Mary's Meals UK raises awareness and funds under the direction of the Executive Director, and through the passion, commitment and dedication of our volunteers and staff, led by the Director of Communications, Director of Supporter Engagement and Income, and the Director of Finance and Operations.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



Reports to:	Head of Marketing
Location:	Home working from anywhere in the UK
Salary:	c. £34,235 - £40,198 per annum
Benefits:	<ul style="list-style-type: none">• Flexible working• 34 days' annual leave (including public holidays)• Non-contributory pension with employer contributions of 8%.• Volunteering and development days• Enhanced maternity and paternity leave• Employee Assistance programme• Life Assurance• Wellbeing support
Key relationships	<ul style="list-style-type: none">• Head of Marketing• MMI Marketing team• Marketing Officer• Marketing Manager• Media and Content team• Supporter Engagement team• Data Insights team



Communications team structure



Duties and responsibilities

Role overview:

The Marketing Manager will work with the Head of Marketing and wider Marketing Team to direct a strong marketing process and a good workflow, ensuring consistency across Mary's Meals' online and offline channels.

Principal duties:

- Development of website strategy including creation of bespoke landing pages.
- Lead on SEO and any technical development priorities.
- Management of automated journeys for new website sign ups, including any email communications or integrated forms.
- Manage digital advertising for attracting new supporters to the Mary's Meals database including Google Adwords and social media.
- Manage our online shop (via Shopify) including product promotion, stock ordering, pricing and allocation.
- Innovate on ways of working across our website, online shop and advertising campaigns.
- Support organisational teams with promotion of Mary's Meals events and partnerships.
- Project manage marketing campaigns and other campaigns from planning to evaluation stage.
- Drive ongoing data analysis for key channels, campaigns and audiences to ensure our work is effectively reaching and engaging new audiences.
- Manage advertising opportunities (pro bono or paid for) across different channels, from concept to evaluation.
- Utilise industry trends to inform best practice for Mary's Meals marketing.
- Maximise the impact of digital technologies including website, marketing tools and Salesforce.
- Lead the organisational KPI of increasing the number of contactable individuals on our database.
- Ensure any 'media moments' are utilised across all relevant marketing channels and impact is measured in creative ways.
- Work in partnership with the other Marketing Manager and Media and Content team colleagues to ensure an integrated approach across Mary's Meals' communications activities.

Essential Criteria:

- Experience of working with website CMS and email CRM software (mailchimp or similar) including creating forms and building customer journeys
- Degree or HND in Marketing or a relevant discipline or significant relevant experience
- Experience in managing advertising budgets and creating compelling online adverts to cold audience (Adwords, GDN, Meta Ads and similar)
- Developing creative and engaging ideas from conceptual stage to evaluation
- Knowledge of HTML or coding websites
- Working in a fast-paced environment and managing projects to tight deadlines
- Ability to work collaboratively with external and internal teams and suppliers
- Excellent organisational, time and project management skills, accuracy and attention to detail
- A problem-solving attitude using innovative and entrepreneurial ways of thinking for every piece of work

Desirable Criteria:

- Experience in using Salesforce and understanding of data structures and how this impacts integrations with marketing systems
- Evidence of working with printers and suppliers to manage print production to deadline, including taking a resourceful approach to ensure materials are produced with minimal Expenditure
- Experience in creating compelling and creative customer journeys over a range of media and marketing



Managers at Mary's Meals UK 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 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

7. Success

- I ensure my team is technically competent and developing
- I build high performing teams
- I ensure accountability
- I am a catalyst for change



How to apply for this role

To apply for the role of Marketing Manager (Acquisition) based 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 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.

We welcome applications from candidates of all different backgrounds and identities to apply. We are committed to building an inclusive and diverse charity providing a supportive place for you to do the best and most rewarding work of your career.

Recruitment timescales

Applications will be reviewed on an ongoing basis and interviews arranged accordingly.

We reserve the right to close this vacancy anytime if we receive sufficient applications for the role. Therefore, if you are interested, please submit your application as early as possible.

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

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Company No. SC265941
Tel: 0141 336 7094

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Craig Lodge
Dalmally, Argyll
PA33 1AR

Glasgow office
Unit 10-13 Claremont Centre
39 Durham Street, Glasgow
G41 1BS

London office
13 Hippodrome Place
Notting Hill, London
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