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| Directorate: | Marketing |
| Reporting to: | Marketing Manager |
| Contract type: | Permanent |

Working at Mary's Meals International:

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

The Content Marketing Officer role sits within the marketing department and is primarily responsible for the creation, development and implementation of marketing content to support expansion and growth of the organisation.

You will join a team of marketing specialists responsible for an in-house managed marketing cloud which manages every aspect of marketing output including web design/build, brand management, videography, graphic design, paid marketing, CMS management, front end UX/Design, project management and data analysis. As part of our family, you will have the support and benefit of decades of experience across multiple disciplines.

At the core of the Content Marketing Officers role is to generate engaging and effective digital marketing content, in support of global marketing campaigns and to translate organisational goals into successful, objective-based marketing content for use on a variety of channels.

Key responsibilities & activities:

- Create, manage, and implement digital content for our website, newsletters, blogs, and landing pages. Candidate will be expected to deliver self-initiated content aligned with the Marketing Managers requirements as well as being capable of repurposing existing content created by the wider communications team and adapting it to grow our organic reach and help drive brand awareness globally.
- Increase discoverability in organic search for content and campaign landing pages by conducting research and provide practical recommendations for change. Understanding the mechanics of page layouts, and what makes an engaging landing page is critical in allowing us to meet campaign objectives and is an added benefit to any prospective candidate.

- Research consumer trends to ensure that content is relevant and appealing. The ability to identify market opportunities is a critical function of the role, therefore, the ideal candidate will adopt a proactive approach to the positioning and delivery of our content.
- A working knowledge of on-page SEO, the successful candidate will have experience in optimising content – inc. but not limited to – on-page SEO best practices (tags, meta images & descriptions, backlinks etc.) as well as an understanding of search intent and site visitor activity. A knowledge of technical SEO would be advantageous.
- Working with international fundraising groups and internal stakeholders to explore what changes can be made to create compelling content from central messaging that is a good fit for specific (global/local/national) markets.
- Work with the Marketing Manager to develop content strategies to effectively reach specific target audience groups and help us achieve annual marketing goals and wider strategic objectives. This will span all marketing channels (including Blogs & Articles, Emails and Google Ads copywriting), working with the wider team to execute plans.
- Understanding and optimising specific content/webpages with key engagement metrics at the core - for example traffic acquisition, conversion and organic search results, and providing practical solutions to increase across all areas in line with strategic objectives.
- Working with our internal creative team to ideate and define specific content requests, goals, and opportunities. The ability to work well as part of a wider team to deliver key strategic objectives is essential.
- The successful candidate will be a confident speaker, with the ability to deliver concise and engaging presentations, to a wider audience, that showcases the work and reports on key metrics for the purpose of assessing, reviewing and communicating results in-line with the wider strategic objectives of the charity.

Managing 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.
- Keep up to date with latest digital analytics trends, best practices, and products.

All MMI employee 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.

Additional information:

- As part of your role, you may be required to travel to countries where Mary's Meals operates. We at Mary's Meals will provide the successful candidate with an outstanding opportunity to work with like-minded and experienced individuals who want to make a difference to some of the most vulnerable children in the world.

Essential/Desirable skills & experience required for this role:

- 3+ years of experience working in a content marketing role.
- Demonstrable experience and excellent working knowledge of how to produce and edit website content within a recognised CMS platform (i.e. Wordpress, Drupal, Expression Engine).
- A reasonable knowledge of CRM marketing tools is beneficial (Dot Digital, Mailchimp, Salesforce Marketing Cloud, or equivalent).
- Highly proficient in the planning, implementation and assessment of a variety of marketing campaigns, projects, content types and initiatives.
- A creative eye and attention to detail - transforming information and data sets into engaging content with perfect spelling and grammar.
- Structured and organised - with the ability to prioritise a variety of tasks in line with team needs.
- Experience with different geographical markets desired but not a must.

Qualifications:

Bachelor's Degree or similar experience in journalism or marketing.

Mary's Meals 7S Competencies:

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

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| 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 myself 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. |

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| | <ul style="list-style-type: none"> • 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 work to deliver my objectives |
| Strengthen | <ul style="list-style-type: none"> • I contribute to a positive work environment. • I help and support those around me |
| Success | <ul style="list-style-type: none"> • I am a catalyst for change. • I maintain my technical competence. • I contribute to the success of my team. • I am accountable. • I embrace change |

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 MAP process.