



mary's
meals

a simple solution
to world hunger

**Recruitment pack for:
Head of Marketing**

**Remote working from
anywhere in the UK**

Mary's Meals UK

November 2024



We're an
**Age-friendly
Employer**



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 Head of Marketing 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 17 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.



Welcome from our Executive Director

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.

Reporting to the Director of Communications, you will be comfortable working at a senior level to achieve significant growth across our marketing channels and will be experienced at managing relationships at all levels. The Head of Marketing will work side-by-side with the Head of Media and Content to ensure an integrated approach to all communications activities, through the combining of strong storytelling and marketing expertise.

The Head of Marketing will also liaise closely with the international communications team and be part of the MMUK Extended Leadership Team.

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.



Marie Doyle
Interim 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 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		Slovakia Independent Affiliate
	Spain Independent Affiliate		Switzerland Independent Affiliate		United Kingdom Independent Affiliate		United States Independent Affiliate

	Mary's Meals International (MMI)
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Programme Affiliates

	Kenya Branch of MMI		Liberia Branch of MMI
	Malawi Subsidiary of MMI		Zambia Subsidiary of MMI

Fundraising Groups

	Belgium International Fundraising Group		Netherlands International Fundraising Group
	Hungary International Fundraising Group		Portugal International Fundraising Group
	Hong Kong International Fundraising Group		Slovenia International Fundraising Group

Programme Partners

	Benin Soeurs de Marie de la Médaille Miraculeuse		Ecuador Fundación Cristo Misionero Orante		Ethiopia Daughters of Charity, Tigray		Haiti BND, Caritas Hinche, Summits Education		India BREAD
	Kenya Caritas Lodwar		Lebanon Dorcas		Madagascar Grandir Dignement, Feedback Madagascar, Money For Madagascar		Malawi Missionary Community of Saint Paul the Apostle		Mozambique Mozambique School Lunch Initiative
	Niger Grandir Dignement		South Sudan Diocese of Rumbek, Mary Help Association		Syria Dorcas		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.

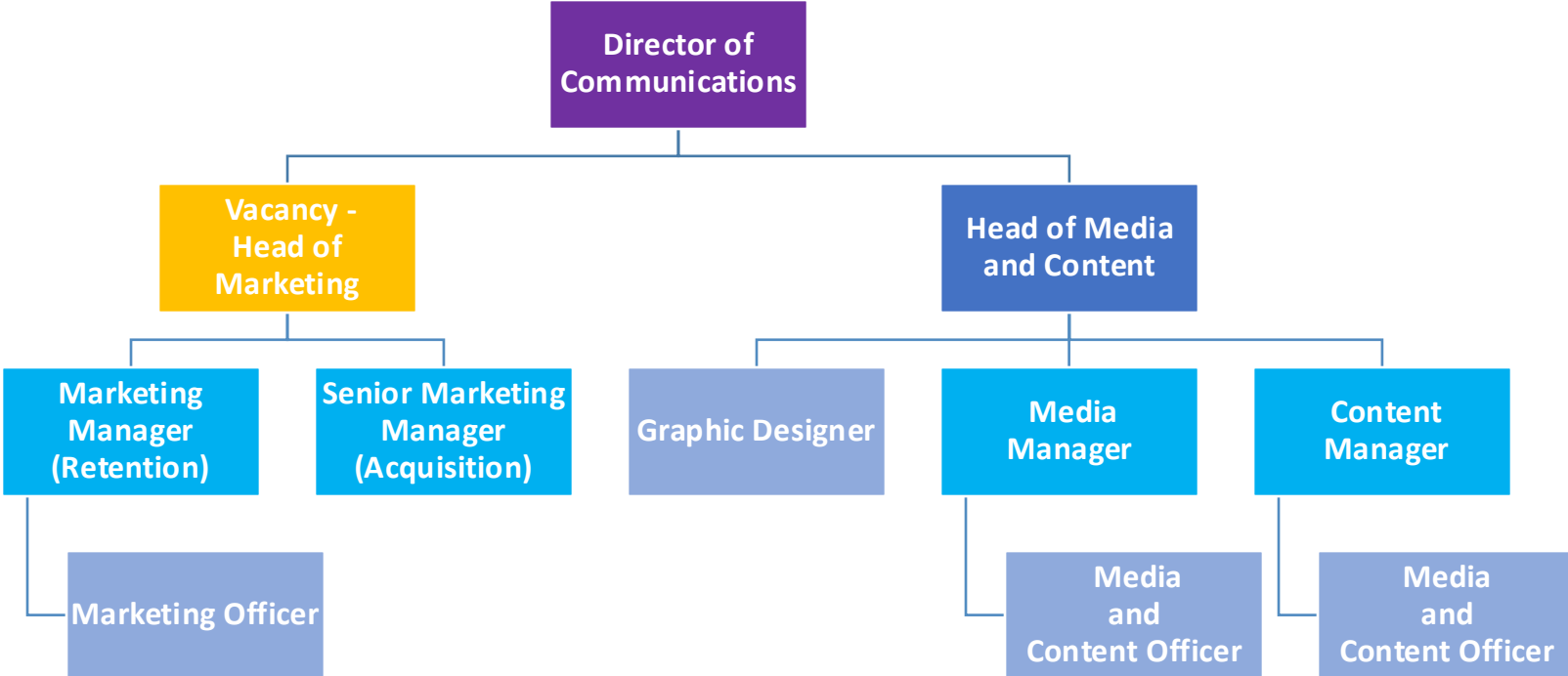
This new organisation assumed responsibility for directly delivering our programmes and for coordinating the growing number of Mary's Meals organisations around the world, aimed at either awareness-raising or programme delivery.

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, Co-leads for Supporter Engagement, Director of Finance and Operations and Head of People. The organisation currently has offices in Glasgow and London and offers staff a flexible working model.

Reports to:	Director of Communications
Location:	Home working from anywhere in the UK
Salary:	c. £50,366 - £55,372 per annum, plus London weighting where applicable
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• Cycle to work scheme
Key relationships	<ul style="list-style-type: none">• Director of Communications• Head of Media and Content• Marketing team• Media and Content team• Extended Leadership team especially Head of Data and Operations• Director of Marketing and colleagues (MMI)• National affiliates• Supporters and volunteers• Agencies





Duties and responsibilities

Role overview:

The Head of Marketing will grow support for Mary's Meals in the UK through bold and innovative mass marketing activities, to attract new supporters, develop relationships with existing supporters, drive fundraising and to ensure the values of the organisation are upheld in all communications activities.

Particularly skilled in digital marketing, you will be dynamic, data led and able to generate significant growth across our marketing channels.

You will be responsible for managing the development of the Marketing team, which may also include volunteers.

Principal duties:

- Develop and implement Mary's Meals' marketing strategy in the UK, linking ongoing progress to key organisational KPIs, with a strong emphasis on digital communications.
- Work closely with the Data Insights team to ensure strong joint working on technical solutions and insights across digital systems such as the website and Salesforce.
- Lead the development and implementation of innovative marketing activities (including the use of new channels) to retain existing supporters and identify creative ways to acquire new audiences.
- Manage the UK website, working closely with digital colleagues in the international team to ensure the site is functioning well, generating traffic and income, and attracting new supporters to our work.
- Lead SEO strategy including team utilisation of SEMrush and being an advocate for AI within this space.
- Lead our approach to segmented communications for email marketing and direct mail, developing our supporter journeys and ensuring an ongoing testing and learning approach is in place.
- Working closely with Data Insights where required, lead the tracking and analysis of marketing data, to identify key trends, opportunities and areas for development.
- Work in tandem with the Head of Media and Content to ensure an integrated and collaborative approach to all communications activities.
- Oversee the Mary's Meals UK social media channels.
- Drive fundraising and supporter acquisition through the use of digital advertising channels, such as Meta and Google.

Duties and responsibilities

- Oversee campaigns including the creation of campaign plans, execution and delivery and campaign evaluation.
- Grow fundraising through the online Mary's Meals shop, through the diversifying of our product range and improved experience for our supporters.
- Amplify media, PR and celebrity opportunities, secured by the Media and Content team.
- Identify and manage marketing and advertising opportunities on a paid for and pro bono basis.
- Participate as part of the Extended Leadership Team.
- Ensure the consistent implementation of Mary's Meals brand, key messages and style guide in UK marketing activities.
- Direct line management of the Marketing team, offering day-to-day support and ensuring their ongoing development



Essential:

- At least five years' experience working within a senior marketing/digital role - we are looking for a marketing expert
- Proven ability and experience of managing and developing the capabilities of driven, bright and diverse teams
- Track record of developing and implementing effective marketing strategies and activity plans, with a strong emphasis on digital channels
- Understanding of CRM systems (i.e. Salesforce) and marketing systems (i.e. Drupal)
- Experience and understanding of advertising including creation, optimisation and strategy of advertising across networks (Google, Meta etc.)
- Strong organisational, planning and project management skills
- Dynamic and bold, able to exercise initiative, problem solve and influence at all levels
- Ability to manage a complex workload in a fast-paced environment and juggle multiple priorities, ensuring deadlines are met
- Excellent communication skills, including a strong ability to cut through jargon/detail to engage clearly with colleagues and stakeholders
- Resilient, flexible and self-motivated
- Ability to demonstrate a strong track record of innovation, initiating bold ideas and bringing them to fruition
- Experience of developing supporter journeys and segmenting audiences for communications
- A love for data and good knowledge of how this can influence marketing decision making
- Detailed understanding of how to build and reach new audiences and engagement, particularly online

Desirable:

- Understanding of media and PR
- Understanding of the charity sector
- Understanding of print 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 Head of Marketing based at Mary's Meals UK, please send a tailored CV and covering letter **or** 2-3 minute video to: Jobs@marysmeals.org

Your covering letter **or** video 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

Closing date for applications is Sunday 1st December 2024.

Interviews will be arranged on an ongoing basis.

We reserve the right to close this vacancy at any point, 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 6 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