

- Directorate:** Communications
- Reporting to:** Senior Content Manager
- Contract type:** Fixed term contract (12 months), full-time

### 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 Coordinator is a key member of the Mary's Meals International communications department. We are for a pro-active and enthusiastic member of staff who can hit the ground running and take ownership of our most important global content tool – our Digital Content Library (DCL).

The responsibilities include managing our DCL, ensuring the best quality content from across our global movement is selected, uploaded and easily accessible for users across the world. The successful applicant will also develop and manage an ongoing training programme, producing resources and running training workshops. They must also have an interest and sound understanding of analytics reporting, providing regular updates to senior stakeholders.

This role also plays a key part in the content needs for the team, coordinating and managing other key content deliverables such as our monthly newsletter for regular donors and support with case study material for global campaigns.

Relationship management is also key, as the CC will have the opportunity to liaise with colleagues across our fundraising and programmatic affiliates.

The ultimate aim is to support the global Mary's Meals family with the best content and inspire them to use those resources as widely and imaginatively as possible in their own Communications, to enhance the profile and reputation of the organisation worldwide.

### Key responsibilities & activities:

- Organising all incoming content, sorting through appropriate and highest quality material and reviewing with Senior Content Manager (SCM).
- Carefully uploading, tagging and cataloguing all resources (inc. photography, videos, case studies and other copy) on DCL, ensuring consistency and accuracy at all times
- Creating and developing key tools for the internal promotion of the content library and the stories available for sharing across the global family.
- Regular liaison with Comms and Marketing departments to ensure their content needs are met.

- Ongoing review of content on DCL, ensuring it is up-to-date and in line with our Informed Consent Policy and guidelines.
- Ensure best quality images are available on the DCL through image selection and photo editing
- Ongoing development of DCL functionality, working closely with provider Montala to proactively suggest improvements to make content and content collections more accessible.
- Management and delivery of DCL training (121, workshops and online enquiries) and user guides (written and video) across the Mary's Meals family.
- Regular analysis and reporting to various stakeholders throughout Mary's Meals, using these analytics to inform future DCL development.
- Collaboration with other teams within MMI, to ensure that inward flow of content is maintained and anyone seeking content resource is responded efficiently and effectively.
- Supporting content development and working with the content team on new material and story ideas from ideas and brainstorming through to collection, production and delivery
- Coordinating the key monthly communication to regular donors 'The Next Chapter', taking responsibility for sourcing, writing and editing key stories
- Contributing to MMI campaigns and providing support to the Communications team with other content development tasks as appropriate

### **Essential skills, experience and abilities required for this role:**

- Strong IT and administration skills
- Excellent organisational and time management skills, including ability to prioritise and adapt ways of working as necessary
- Well-developed written and oral communication skills
- Proficiency in building and maintaining relationships – both internally and externally
- A team player, willing to support, help and collaborate with colleagues throughout the MM family
- An agile thinker with good problem-solving know-how
- A good grounding in content management i.e. the ability to recognise the power of storytelling and understanding of the necessary ingredients that make stories as compelling/engaging as possible
- Previous experience of:
  - using online library or cataloguing systems
  - photography and/or communications and understanding of how great images can help to tell a powerful story
  - image selection and providing feedback to colleagues
  - providing face-to-face training and production of written training materials
  - reporting and analytics
- Ability to work in a fast-paced environment.
- An enthusiastic and self-motivated individual, able to work independently and with minimal supervision
- Experience of working in a charity/international development sector is desirable but not essential

### **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.