

**Department:** Communications

**Responsible to:** Digital Manager

**Location:** Glasgow

**Contract length:** 12-month FTC

### Our vision

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

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.

### Our values

Confidence in the innate goodness of people – respect the dignity of every human being and family life – good stewardship of resources entrusted to us.

### Job purpose

This digital officer role will support the delivery of online journeys and experiences through our websites, CRM and email across the Mary's Meals global family.

Working within Marys Meals digital team the role will work alongside our agencies and IT team in assisting and delivering great experiences for supporters, affiliates and programme partners.

## Key activities

### Supporting delivery

- Assisting in the development and delivery of Marys Meals new online supporter journeys.
- Deliver journeys which offer both flexibility and consistency across the multi-national landscape.
- Working with project teams and agency partners on the integration of marketing automation; including websites, CRM, analytics and email.
- Write requirements for development teams, followed by testing to ensure accurate delivery.
- Produce content and assets for the digital journeys, including working with multi-national stakeholders.
- Work with Mary's Meals stakeholders to shape and support their journeys, including offering guidance and support.
- To support the charity's websites through the regular updating of content and to liaise with Mary's Meals' digital agency on day-to-day updates and improvements to the websites and CRM system, with the aim of increasing engagement, maximising traffic and improving supporter experience.

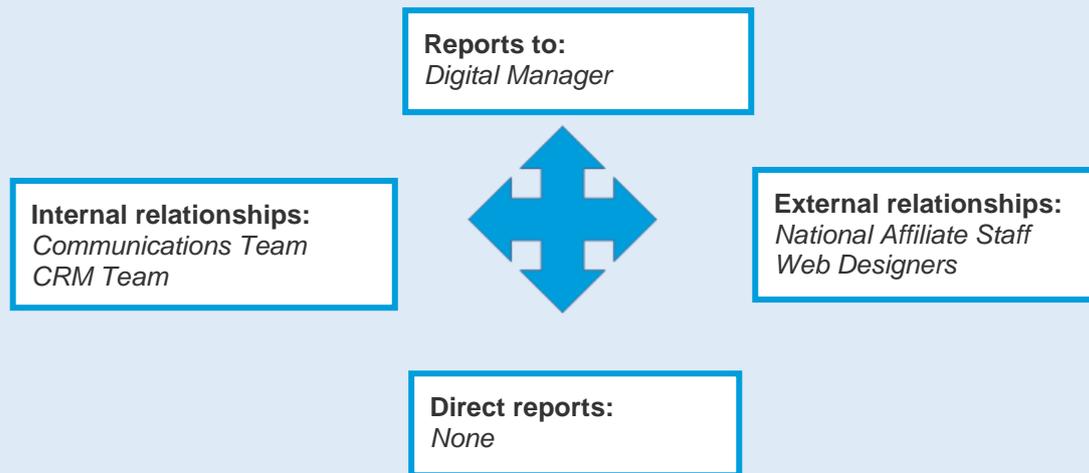
### Optimise

- Ensuring ease of use and adherence of digital brand experience.
- Implement conversion rate optimisation changes.
- Enhancing supporter experience by optimising multi-channel journeys.
- Ensure Mary's Meals journeys are effective using multiple data sources analytics etc.
- Maintain website standards, quality, accessibility and more.
- Follow SEO best practice to ensure user engagement and search engine reach.
- To support the development of creative digital campaigns and content to tell the story of Mary's Meals online, which drives awareness, fundraising and support for our vision.

### Produce Engaging Digital Content

- Make content and technical changes across the suite of Mary's Meals websites.
- Contribute to the production of engaging digital content to help Mary's Meals maintain and grow its public profile.
- Help shape and deliver engaging email marketing initiatives. From single campaigns and through to customer journey enhancements.
- Any other ad hoc duties as required.

## Key relationships



Qualifications, skills and experience	Essential	Desirable
Experience of CRM and marketing automation systems to deliver supporter insight and communications	✓	
Excellent understanding of online customer journeys and delivering best practice	✓	
Knowledge of and experience with different CMS systems	✓	
Ability to gather, analyse and understand digital analytical information (Google Analytics)	✓	
Good understanding of email marketing best practice and email platforms	✓	
Ability to write requirements and provide test support	✓	
Ability to work to brand guidelines	✓	
Passion for telling Mary's Meal's story through digital channels	✓	
Ability to comfortably and effectively interact with senior stakeholders and partners	✓	
Strong relationship building skills, with a demonstrable ability to persuade and convince others	✓	
Strong project co-ordination skills with the ability to manage a busy workload and multiple projects	✓	

Resilient, flexible and self-motivated	✓	
Creative thinking and problem solving	✓	
Strong attention to detail	✓	
Knowledge of Salesforce		✓
Good understanding of fundraising and/or developing supporter or customer base	✓	
Knowledge of HTML and CSS.		✓
Relevant work experience in a CRM/digital role.	✓	
Producing content for digital channels.		✓
Used to working in a fast-paced environment with multiple deadlines.	✓	
Working with external service providers, including marketing and creative agencies	✓	
Proven ability to innovate and to keep abreast of trends	✓	
Good working knowledge of the marketing or fundraising environment including digital fundraising experience		✓
Degree level education in a relevant discipline or equivalent relevant professional experience.		✓

## Mary's Meals International team member competencies

All Mary's Meals International employees approach their role in line with the 7S competency model.

<b>Self</b>	<ul style="list-style-type: none"> <li>• I demonstrate resilience</li> <li>• I lead by example</li> <li>• I'm authentic and true to Mary's Meals values</li> <li>• I develop myself and set stretching goals</li> </ul>
<b>Service</b>	<ul style="list-style-type: none"> <li>• I have a vocational attitude to my work</li> <li>• I inspire hope in others</li> <li>• I build belief that even difficult challenges can be solved</li> <li>• I am committed to serving and enabling all who want to be part of the global movement</li> <li>• I work to ensure our future will be even better than our past</li> </ul>
<b>Simplicity</b>	<ul style="list-style-type: none"> <li>• I communicate effectively</li> <li>• I follow clear decision making criteria</li> <li>• I create plans that are easy to follow and contribute to organisational goals</li> <li>• I embrace inclusivity and diversity</li> <li>• I focus on delivering results</li> </ul>
<b>Stewardship</b>	<ul style="list-style-type: none"> <li>• I pay attention to the things that matter – (a) our physical resources; (b) our people</li> <li>• I nurture, develop and respect our relationships with external stakeholders</li> <li>• I deliver on my promises</li> <li>• I am happy to be held accountable and to hold others to account</li> </ul>
<b>Strategy</b>	<ul style="list-style-type: none"> <li>• I have a point of view about the future</li> <li>• I know our stakeholders and see our priorities clearly</li> <li>• I help others to work in ways that have the greatest impact</li> <li>• I work to deliver my objectives</li> </ul>
<b>Strengthen</b>	<ul style="list-style-type: none"> <li>• I contribute to a positive work environment</li> <li>• I help and support those around me</li> </ul>
<b>Success</b>	<ul style="list-style-type: none"> <li>• I maintain my technical competence</li> <li>• I contribute to the success of my team</li> <li>• I am accountable</li> <li>• I embrace change</li> </ul>

## Changes to the job description

As the organisation evolves, job descriptions may need to be reviewed and if appropriate, changed. Such changes may be initiated as necessary by the manager of this position in consultation with the employee. This job description may also be reviewed as part of preparations for the annual Personal Development Review.

## Declaration of acceptance

I have read this job description and accept it.

Employee name.....

Signed ..... Date.....