

Directorate: Communications

Reporting to: Senior Content Manager

Contract type: Permanent, 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:

Our digital content library (DCL) is a resource of significant importance to our global family. It is the core online record of Mary's Meals' photography, videography and case study content.

As the Mary's Meals movement continues to grow worldwide, we need to ensure that the library provides an excellent service to all of our affiliates and teams in programme countries, across the Mary's Meals family.

We are looking for a pro-active and enthusiastic member of staff to help support ongoing development of our DCL. We require someone who can fully take ownership of the DCL, ensure the best quality content is uploaded and easily searchable, provide training to all users as required, liaise with key content stakeholders as required and provide regular reports on system performance and engagement analytics.

The CC will also liaise with colleagues and other associate teams on both sides of the MMI family – inc. Fundraising Affiliates and Programme Affiliates / Partners – ensuring a smooth flow of rich, incoming content. Additionally, they will support wider campaign activity by making recommendations for content use and availability and providing regular analytics reports.

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 digital resources and identifying what content should be added to DCL, in consultation 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
- Administration of DCL collections to ensure most efficient use across MM. Keeping all parties updated on new materials being added to DCL and providing links so that affiliates can easily find content
- Regular liaison with Comms and Marketing departments to ensure that they have all required content for web, print and other collateral

- Ongoing review of current images on DCL, their tagging and inclusion in public collections, keeping clear and efficient records of e.g. keywords to existing data records.
- Ongoing development of DCL functionality, working closely with provider Montala.
- Management and delivery of DCL training (121, workshops and online enquiries) and user guides (written and video) across the Mary's Meals family.
- Internal promotion of DCL and its uses to Mary's Meals family.
- Responsibility for onboarding of affiliates to their own DCL annexes, providing promotion, training and ongoing support
- Regular analysis and reporting to various stakeholders throughout Mary's Meals, using these analytics to inform future DCL development.
- Monitoring quality of content and ear-marking prime resources for future use in campaigns and projects
- Collaboration with other teams within MMI, to ensure that inward flow of content is maintained and anyone seeking content resource is responded to in a timely and effective manner
- Providing instruction to and sourcing content from programme countries as directed by SCM and Content Officer (CO).
- Assisting at Content meetings re: available content and story-telling around this content
- Contributing to MMI campaigns
- Reviewing and feeding back on all affiliate content uploads and ensuring that these are done accurately / appropriately, using only high-quality images videos and stories
- Ensure best quality images are available on the DCL through image selection and photo editing
- Support wider communications team with development of content and stories
- 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 story-telling 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

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.

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 • 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 annual PDR process.