

Directorate:	MMI Growth
Reporting to:	CEO
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 Chief Growth Officer will play a key role in the small Executive Leadership of MMI working closely with the CEO, other Chief Officers, the People and Culture Director and other leaders across the Mary's Meals family.

They will be a visionary and a values-driven leader, with overall responsibility for the development and execution of an ambitious and transformational growth strategy for the global Mary's Meals movement.

The Chief Growth Officer will provide inspirational leadership to their team in MMI and work closely with the leaders across the network to support the development and delivery of highly effective growth strategies to expand the global supporter base and increase sustainable funding streams globally. This will be achieved through the development of high-profile campaigns, grassroots support, powerful storytelling, optimising technology, strengthening of our national affiliate network, developing strategic partnerships and high-value philanthropic initiatives.

Key responsibilities & activities

Transformational Communications and Marketing

- Oversee the development and delivery of a compelling, highly ambitious global communications and marketing strategy that will raise awareness of Mary's Meals and inspire large new audiences. This will include social media strategies, emergency appeals.
- Develop in-depth insights and understanding of MMI's supporters globally to help inform decisions relating to donor segmentation and deployment of assets.
- Oversee the development, delivery, and evaluation of high quality global and local market campaigns to engage new audiences and re-engage existing supporters.
- In keeping with good stewardship, ensure that appropriate systems are in place to monitor ROI and impact of communications and marketing campaigns.
- Ensure that all high value asset, such as films and books are deployed efficiently and creatively for maximum impact.
- Oversee the development and delivery of a range of targeted, high value, 'breakthrough' initiatives to reach mass audience.

- Ensure that Mary's Meals' mission, vision and values are consistently and clearly communicated internally and externally using our unique tone of voice.
- Raise the profile of Mary's Meals' externally through proactive high-level representation with key decision makers, donors, partners, the development community, and other external bodies and stakeholders.
- Oversee the strategic implementation of customer relationship management strategies and software that enable global optimization of customer relations and supporter care to support growth.

Philanthropy

- Oversee the development and implementation of a comprehensive and ambitious philanthropy strategy to include foundations, institutions, corporations, major donors and other strategic or philanthropic partners.
- Proactively identify, initiate and cultivate new global partnerships and relationships to support the growth of the movement.
- Oversee the development of fundraising strategies and processes in our programme delivery countries.

Development of the National Affiliate network

- Oversee the development and delivery of a comprehensive programme of work to strengthen the capacity of National Affiliates to enable more rapid growth.
- Encourage and support the formation of new International Fundraising Groups and National Affiliates.
- Develop supportive and inspiring relationships with National Affiliate colleagues and key contacts.
- Ensure that National Affiliates are provided with consistent, high-quality support, resources, guidance and key enablers of growth.
- Share effective growth strategies and best practices with National Affiliates to support their development and growth.

Leadership

- Play a key role in MMI's Executive Leadership Team (ELT) working closely with the CEO, Chief Officers, Director of People and Culture, the MMI Board and other leaders across the Mary's Meals family.
- With ELT, monitor and report on progress against strategic objectives and key performance indicators.
- Lead, develop, coach and inspire a high-performing team, promoting a culture of engagement and empowerment including identifying and implementing opportunities for delegation and next-tier development.
- Seek all opportunities for personal growth and development to support the aims of our organisational strategy.
- Role model behaviours consistent with our values that will accelerate the growth of our global movement.
- Support team members to work collaboratively and cohesively to ensure integration and coordination of all growth activities.
- Oversee the creation, monitoring and management of an annual Growth budget ensuring that resources are deployed for maximum impact and value for money is achieved from all investments.
- Ensure that effective strategies and frameworks are in place for the management of all projects, work streams across Growth.

Additional information:

- Work within the framework of the Mary's Meals mission, vision and values.
- Work towards achieving departmental 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 and ensuring that all growth activities are undertaken in line with Mary's Meals Global Safeguarding standards.
- You will be required to travel to countries where Mary's Meals operates.

Essential skills & experience required for this role:

- Extensive C-suite/Director level experience in business development, communications, marketing, or a related field, with a strong track record of driving growth.
- Experience of developing and implementing transformational long-term growth strategies.
- A strong vocational attitude that shows commitment to the global movement and our mission and vision.
- Demonstrable experience of delivering innovative solutions and optimising technology to support organisational growth.
- Highly developed analytical, critical thinking and problem-solving skills.
- Exceptional leadership skills with experience of facilitating, motivating and developing cross-functional leaders and teams.
- Proven ability to plan and execute organisation-wide strategic initiatives.
- An excellent communicator and ambassador who will have credibility and influence with internal and external stakeholders.
- Exceptional networking skills with the ability to develop an expansive network that will aid in developing growth opportunities.
- Experience of supporting the development and delivery of innovative marketing techniques over digital and non-digital channels.
- Cultural sensitivity with an ability to work well with a wide range of people.

Desirable

- Experience of working for a non-profit organisation.
- Experience of working in an international environment and with remote matrix management.
- Experience of international development, knowledge of the place of school feeding, and working in international environments and teams.

Mary's Meals 7S Leadership Competencies:

As a leader within 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

	<ul style="list-style-type: none"> • 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 develop strategy and translate it into action
Strengthen	<ul style="list-style-type: none"> • 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
Success	<ul style="list-style-type: none"> • I ensure my team is technically competent and always developing • I build high performing teams • I ensure accountability • I am a catalyst for 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.