

Function/Team: National Affiliate Growth team

Reporting to: Director of National Affiliate Growth

Direct reports: CRM team

Contract type: Full time, 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:

As a Product and CRM Lead, you will play a crucial role in developing and executing strategies that enhance our National Affiliate experience with our CRM and drive product success. You will be responsible for Mary's Meals primary fundraising product that spans both online and offline attributes, playing a crucial role in ensuring the product's success and alignment with the organization's goals and user needs. You will collaborate closely with our Technology and Projects team, Marketing team and build close relationships across our National Affiliate network.

Key responsibilities & activities:

- Leading the product development process through to launch, ensuring alignment with business goals and National Affiliate needs.
- Develop and maintain a product strategy that balances online and offline fundraising efforts, ensuring they complement each other effectively
- Act as the main point of contact between stakeholders (including donors, fundraising teams, and technical teams) and the development team.
- Gather and incorporate feedback from all stakeholders to ensure the product meets their needs and expectations
- Comfortable collaborating with empowered teams to define and refine product prototypes, and to learn lessons from launching these
- Track and analyse product performance using key metrics for both online and offline activities to inform decision-making and product improvements
- Guiding the product through its next phases of development and refinement, ensuring the product evolves in alignment with user needs and business goals.
- Developing and implementing CRM strategies to support our National Affiliates and improve their user experience.

- Collaborating with cross-functional teams to integrate CRM systems with product development processes.
- Overseeing the design and implementation of CRM campaigns to engage and nurture National Affiliate relationships.
- Managing CRM tools and technologies to ensure seamless integration with products and optimised performance
- Supporting the MMI Marketing team in harnessing data analytics to identify market trends, donor preferences, and growth opportunities.
- Collaborating with cross-functional teams including engineering, design, and marketing to execute product roadmaps.

Leading & Managing:

- Provide strategic support, leadership and direction to a high performing team.
- Oversee the delivery, monitoring and reporting of progress made against team and department strategies and plans.
- Lead, develop, coach and inspire a high-performing team, promoting a culture of engagement and empowerment including identifying and implementing opportunities for delegation and development.
- Seek all opportunities for personal growth and development to support the aims of our organisational strategy.
- Role-model Mary's Meals values and leadership behaviours.
- Ensure PDRs are in place for all direct reports.
- Ensure integration and collaboration between the different strands of the directorate.

All MMI employee are expected to undertake the following general duties:

- Work within the framework of the Mary's Meals mission, vision and values.
- Work towards achieving department 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.
- You may be required to travel to countries where Mary's Meals operates.
- 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.

Essential skills & experience required for this role:

- 5 years of experience working with CRM platforms, ideally strong experience with Salesforce
- Experience of managing projects, working cross-functionally and developing processes and procedures to drive simplicity and stewardship.
- A strong working knowledge of Agile principles and techniques
- Exemplary communication, mentoring and coaching skills.
- Demonstrates strong commitment to our vision, mission and values
- A proven track record of working effectively across a wide cultural and geographical remit to build strong relationships and promote a culture of collaboration.
- A pragmatic person with the ability to work at every level to ensure key deliverables are met.
- A strong vocational attitude that shows competence, commitment, and contribution to the global movement.
- Encourages positivity and has a solution-focused, proactive and optimistic approach to work.
- Commitment to Mary's Meals mission and values and the ability to work in line with our Leadership Behaviours.

Desirable skills & experience for this role:

- Working within a Non-Profit organisation

Qualifications:

- Relevant degree and/or equivalent significant experience in a senior product or CRM delivery role.

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 • 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.