



# Recruitment Pack

Director of Brand & Marketing - MMI

mary's  
meals

a simple solution  
to world hunger



# Our Vision

---

Mary's Meals' vision is 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.

Working together with people who share our ideals, we believe that this vision can be achieved in this world where there is enough food for everyone.

# Welcome from our CEO and Founder

---

Thank you for your interest in working with Mary's Meals International. I hope you will find this pack informative and useful in supporting your decision to apply to join our team of employees, which exists to serve a global movement of people who are united around a simple mission; the provision of a daily meal in a place of education for the world's poorest children.

This meal, cooked and served by local volunteers, meets the immediate need of the hungry child and, at the same time, plays a key role in encouraging them into the classroom where they gain an education that can set them free from poverty.

Today we serve over 2.6 million children each school day in 16 of the world's poorest countries. This global movement of ours is achieving something wonderful, each meal served is the product of a series of lots of 'little acts of love' carried out by people across many countries who freely give their time, money, skills or prayers and it is through that, that our movement grows.

Our work is named after Mary, the mother of Jesus, and our values and culture are rooted in and shaped by a Christian spirituality. We feel that the way we do things is as important as the end results. Ours is also a universal mission involving people of all faiths and none across the world. Everyone is invited to join and provide their own unique contribution to this work.

With 67 million children out of school around the world and a further 73 million attending school so hungry they're not able to concentrate and learn, our work is only just beginning. Will you play a crucial part in shaping the future of Mary's Meals and with it, the lives of thousands of children across the world?

Good luck with your application.



A stylized, handwritten signature in dark ink, appearing to read 'mg'.

Magnus MacFarlane-Barrow  
MMI CEO & Founder



# Working at Mary's Meals

---

Our mission, vision, and values are at the very heart of everything we do, and this is more than a role, it's an extraordinary opportunity to play a part in changing the story for children in some of the world's poorest countries. You will be a true ambassador for our work and will demonstrate commitment to our movement, mission and vision.

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.



# Director of Brand & Marketing

---

**Directorate:** Director of Brand & Marketing  
**Reporting to:** Chief Growth Officer  
**Contract type:** Permanent  
**Location:** Remote role  
**Salary:** GBP 62,355 + benefits

Our pay philosophy ensures consistency across locations and salaries. The starting salary for this opportunity plus benefits depends on location of the candidate. The salary above is for UK based candidates.

An expectation of a vocational approach has shaped our approach to compensation for senior roles within Mary's Meals International.

## Benefits:

- Flexible working hours
- 34 days' annual leave (including public holidays) + 1 extra day per year up to 39 days.
- Non-contributory pension with employer contributions of 8% if UK based (8% payment in lieu of pension depending on the location of the candidate. Any pension contribution paid as part of salary will be subject to normal statutory deductions/ taxation )
- Life assurance
- Lifeworks Employee Assistance Programme



# Role Purpose

---

As Director of Brand & Marketing you will be responsible for developing and leading our global Marketing strategy. Your work will involve developing strategies for MMI and our National Affiliates across the world to reach new audiences, create effective, tailored supporter journeys from initial contact to the conversion and experience of being a donor or key volunteer, growing income. To do this you will lead a high-performing team of experts in Brand & Campaigns, Digital Experience and Creative Services.

The role of the Director of Brand & Marketing is to be both an expert in leveraging channels to grow the audience and income of Mary's Meals International and a service provider to the National Affiliates and other internal customers, to enable them to do the same. This involves leading a deep learning and knowledge culture and being a champion for change and improvement in how we use marketing to reach the next child waiting for Mary's Meals.





# Key Responsibilities & Activities

---

## Strategic Leadership of Global Marketing

- Develop and deliver an annual global donor engagement and growth strategy that connects with the MM family and inspires the growth of our global movement.
- As part of the Growth SLT, work with the leaders of the organisation to create, deliver and monitor both annual operational plans and the rolling 3-year Global Strategic Plan.
- Hold responsibility for global brand development and integrity, ensuring the Mary's Meals brand remains relevant, inspiring and unique, and consistently but creatively applied across international markets.
- Identify the key Mary's Meals supporter personae, their characteristics, qualities and preferences, utilising data insights to build profiles that enable donor experiences to be tailored, replicated across markets and repeated / built upon.
- Lead and develop strategy for key marketing workstreams, such as the global websites and other digital platforms, global fundraising marketing campaigns (off and on-line), MM branded merchandise and collateral, videos and other creative assets, and strategic plans for segmented supporter journeys.
- Support the global MM family in the development of marketing capability, supporting others to understand their markets and tell their story and the stories of those we serve.
- In coordination with the Communications directorate, ensure that story telling resources are being leveraged to create global campaigns that support the Mary's Meals vision and mission.

## Audience Growth and Supporter Campaigns

- Oversee strategy and the creation of marketing campaigns fit for multiple channels, that are used both to attract new audiences and to grow current supporter value, enabling people everywhere to connect to the vision of Mary's Meals.
- Drive a culture of learning and continual improvement through the monitoring of campaigns and the sharing of results and recommendations with key internal stakeholders.

# Key Responsibilities & Activities

---

- Deliver strategic audience insight through data analysis, quantitative and qualitative research programmes and the effective aggregation and sharing of knowledge across National Affiliates.
- Support the Head of Digital Experience to lead a team that creates highly effective digital pathways to growth through data-led insights from our own analytics, as well as research from leaders in the digital marketing industry.
- Ensure we have the right marketing technology and channels available to support the growth of the movement.
- Actively seek out external trends and drive innovation at MM by creating new opportunities to grow our movement.
- Lead on key external marketing relationships and pro bono marketing opportunities

## Audience Growth and Supporter Campaigns

- Oversee an ongoing training programme to guide National Affiliates on building effective strategies to convert supporters to donors, to transition new donors or single gift donors to monthly givers, to re-engage lapsed donors, and to engage with supporters based on a with a segment-led strategy.
- Work with the Head of Creative Services to ensure that clear brand guidelines are in place, and the people and technical resourced are adequate to deliver as a full service internal agency.
- Ensure processes and mechanisms are in place in Creative Services delivery to ensure that resources match the requirements of internal clients, that data analysis and feedback loops are in place to ensure the team is planning their pipeline well ahead of delivery deadlines.
- Determine when external creative and technical agencies may be needed to support a new idea or campaign, and lead on procurement.
- As part of the Donor Facing Emergency Response core group, provide recommendations and an actional plan for an emergency appeal when a humanitarian emergency occurs



# Key Responsibilities & Activities

---

## Managing Teams

- Providing strategic direction and leadership to achieve the organisation's mission and goals.
- 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.
- Role-model Mary's Meals' values and leadership behaviours, acting with integrity, optimism and in the charities best interest, at all times.
- Work cross- organisationally to improve efficiency, decisively solve problems, innovate and work towards continuous improvement.
- Build and maintain effective relationships with internal and external stakeholders acting as an ambassador for Mary's Meals.

## Management of self

- Continue to identify opportunities for own development including keeping knowledge up to date and relevant to support staff and develop capability.
- Respond in an agile way to changes, challenges and opportunities as they arise, steering the team through challenges with clear responsibility and actively reducing stress experienced by colleagues.

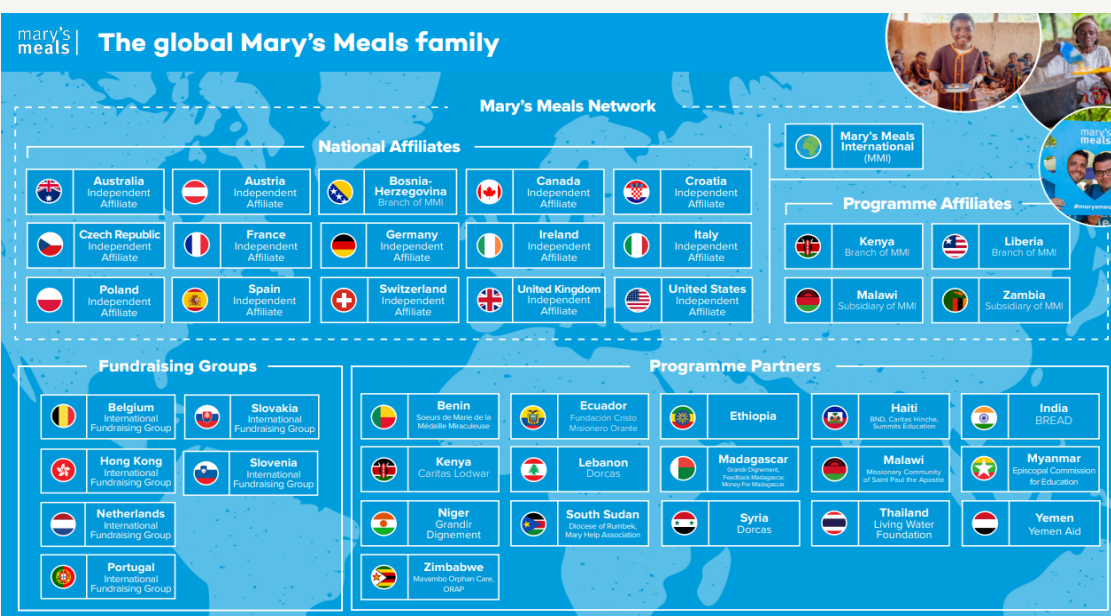
# Essential Skills & Experience

---

- Proven results of growing an organisation through marketing channels while working in coordination with interdependent functions to drive growth.
- Proven experience of developing and implementing innovative marketing strategies, processes and projects and translating these into action.
- Experience in growing global audiences through the use of multiple channels.
- Excellent understanding of fundraising and developing supporter-based relationship marketing.
- Excellent understanding of marketing in a multi-territory environment, with experience in adapting international campaigns to international markets, sensitive to diverse linguistic and cultural characteristics.
- Experience of leading and managing large, high-performance teams with diverse skillsets, in a remote context.
- Experience of leading successful projects in a global environment.
- Exemplary communication, mentoring and coaching skills.
- Experience of managing brand positioning and development for an organisation.
- Leadership experience in the field of user interface experience and in the recommendation and implementation of new marketing technology products.
- Experience managing large staff and non-staff budgets and financial scenario planning.
- A pragmatic person with the ability to work at all levels to ensure engagement translates into key deliverables.
- A strong vocational attitude that shows competence, commitment and contribution to the global Mary's Meals movement.
- Demonstrable commitment to the Marys' Meals vision and mission.
- Working knowledge of Salesforce/CRM technology.
- Knowledge of an additional European language would be beneficial.

# Our Fundraising Network

Mary's Meals fundraise directly through the National Affiliate Network and International Fundraising Groups in 22 countries, as well as internationally through Mary's Meals International and our information centre in Medjugorje.



**Where to find more information on our website**

[Where we work](#)

[Our Impact](#)

[Books & Films](#)

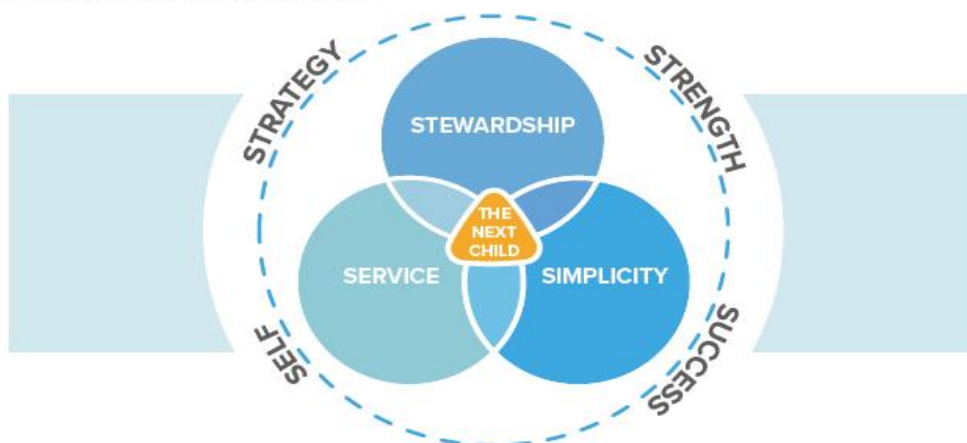
[Mary's Meals](#)



# How we work

## ASPIRATION INTO ACTION

Empowering our people to deliver on the promises we make is at the heart of our mission and is more crucial than ever if we're going to turn our aspiration into action. As our movement continues to grow we need to make sure we work harder than ever to: a) keep things **simple** b) remain completely committed to **serving** the children at the heart of our organisation and c) be terrific **stewards** of the gifts that are entrusted to us. These three elements of our unique culture will accelerate our journey and help us reach the next child sooner.



### SIMPLICITY

We will remain focused on our core vision – that every child should receive a daily meal in school – and communicate the needs of the children we serve and the nature of our mission in a straightforward, open and transparent way.

### SERVICE

We will approach our vision and mission in a spirit of deep vocation and humble service, seeking always to be faithful servants of hope, the global movement, and those little ones who eat Mary's Meals each day.

### STEWARDSHIP

We will strive to be good stewards of every gift entrusted to us – treating each one with deep love, respect and gratitude – and build meaningful, long-term relationships with all those involved in our work.



# Recruitment process

---

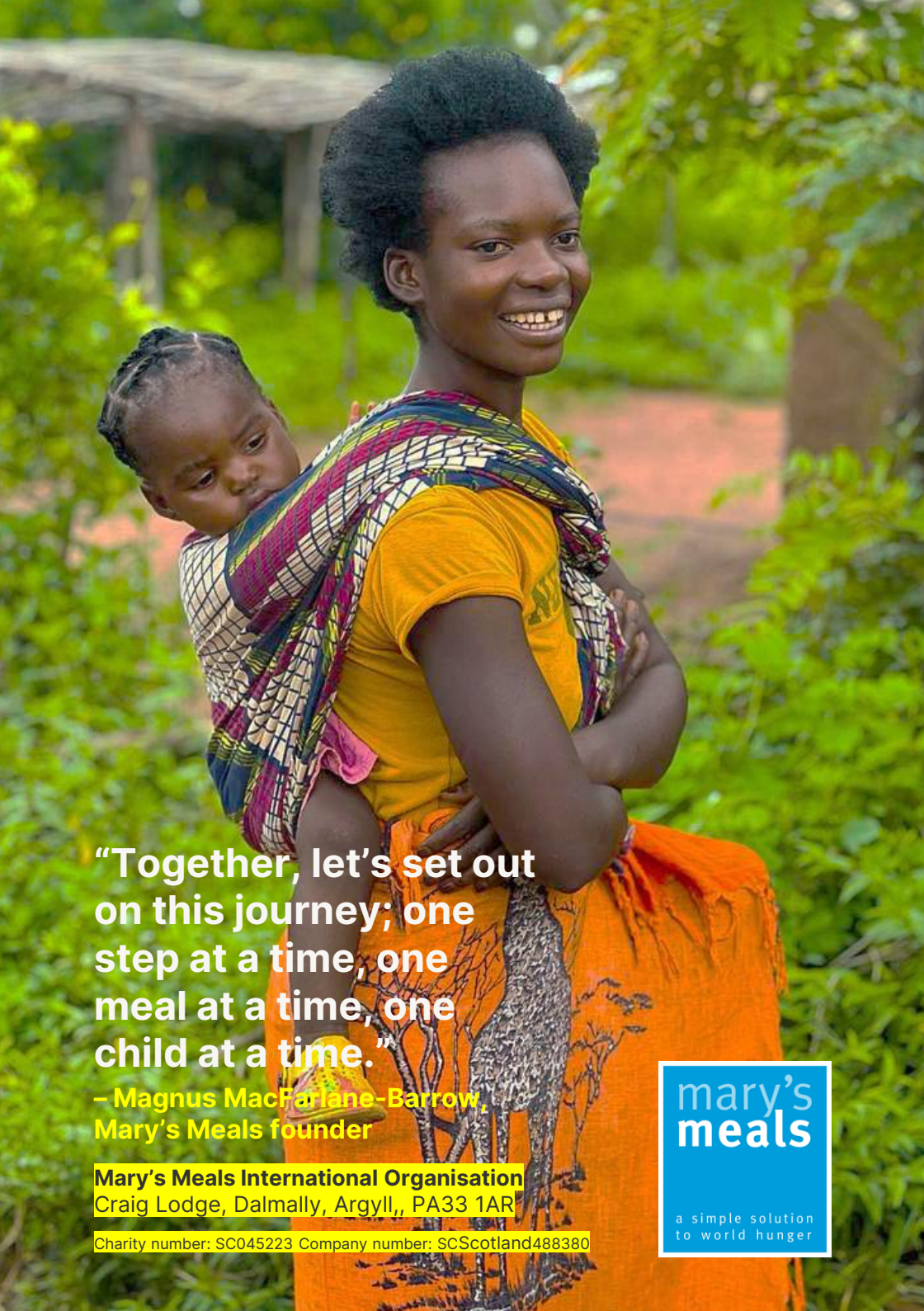
Our processes are informal and informative, we are keen to get to know more about you, your experience, motivations and hopefully give you a clear picture of the opportunity and life here at Mary's Meals International.

- Initial MS Teams call with Head of Recruitment
- Interview with Chief Growth Officer and Growth SLT (W/C 9<sup>th</sup> June)
- Final interview with Chief Growth Officer and CEO & Founder (W/C 16<sup>th</sup> June)
- Final meeting with Chief Growth Officer.

## How to Apply for this Role

If you are inspired to join our movement and vision, mission and values resonate with you, we would love to hear from you. To apply please visit our Work With Us page, [Work with us | Mary's Meals](#) Please include your CV and a succinct covering letter of no more than 1 page, sharing why this role would be a great fit for you and why you want to work for Mary's Meals International. For any enquiries or questions regarding the role or to discuss any adjustments to our recruitment process please email Leanne Gordon – Head of Recruitment at [jobs.mmi@marysmeals.org](mailto:jobs.mmi@marysmeals.org)





**“Together, let’s set out  
on this journey; one  
step at a time, one  
meal at a time, one  
child at a time.”**

**– Magnus MacFarlane-Barrow,  
Mary’s Meals founder**

**Mary’s Meals International Organisation  
Craig Lodge, Dalmally, Argyll,, PA33 1AR**

**Charity number: SC045223 Company number: SCScotland488380**

**mary’s  
meals**

a simple solution  
to world hunger