

Function/Team: Marketing

Reporting to: Data Insights Manager

Contract type: Fixed Term

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:

Reporting to the Data Insight Manager, your work will help increase our support base and engage Mary's Meals (MM) donors, fundraisers and volunteers across the world. Shaping and updating the website journeys, supporting multi-channel campaigns with data, you will play a key role in the delivery of an innovative digital/data strategy for the global MM family. Our websites are critical engagement and fundraising tools, and your role will be to keep them highly engaging, up to date and relevant.

You will use web analytics technologies to build reports on key metrics. These reports will be used by stakeholders to shape strategic decisions. This is an excellent opportunity to work with an experienced team of digital specialists and work on innovative projects while developing new skills and making a difference to the lives of children in most need.

Key responsibilities & activities:

- Support our Marketing Campaign Officers in delivering campaign and content performance insights to inform our digital strategies
- Deliver dashboards reporting on Digital Content, for example, social media, SEO, Email Marketing and Campaign performance were required.
- Manage inbound requests for analytics support from our fundraising countries and to scope and deliver solutions and training where appropriate.
- Manage and ensure our analytics and GTM (Google Tag Manager) infrastructure is fit-for-purpose and future-proofed as we expand and redevelop our digital properties and products.
- Assist in ensuring that the Mary's Meals brand strategy is being delivered through website experiences and that the sites and that brand guidelines are being adhered to in consistent and creative ways
- Implement changes to Mary's Meals websites, coordinating with Marketing and Communications teams as appropriate, to ensure that all websites and eCommerce platforms are kept up to date and maintained
- Work with Mary's Meals affiliate organisations across the world to support digital needs and offer advice and practical training
- Increase industry knowledge by staying on top of digital trends and participating in practical opportunities for engagement and contribution across the organisation.

- Collaborate in the onboarding process of new websites and CMS, including training of colleagues.

Essential skills & experience required for this role:

- Strong commitment to Mary's Meals vision, mission and values.
- Experience of editing, managing and websites in a CMS (preferably Drupal but training will be provided)
- Experience using Google Analytics (GA4) for reporting
- Working knowledge of Google Tag Manager
- Proven track record in managing user experience and design approaches.
- Excellent communications skills, with well-developed interpersonal skills, with the ability to network widely, persuade and influence others.
- Practical, solution oriented and pragmatic approach to work
- Experience of a flexible approach to managing and prioritising a high workload and multiple tasks in a fast-paced, multi-stakeholder environment with tight deadlines
- Ability to form good working relationships and communicate with a wide range of people with different levels of digital knowledge and in different geographies
- Exceptional creative flair and an innovative approach to all digital projects from concept creation to delivery

Desirable skills & experience for this role:

- Knowledge of JavaScript for GTM
- Experience with Looker Studio, Power BI, or other data visualisation tools
- Familiar with Salesforce CRM or other
- 3 years' experience working in a digital environment

Qualifications:

- FE level education in a relevant discipline or industry experience
- Excellent understanding of digital media and the use of web analysis for marketing & comms.

All MMI employees 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.

Mary's Meals 7S Competencies:

As an employee of Mary's Meals International, you have a responsibility to approach your role in line with our 7S competency model.

Self	• 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	• 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	• 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	• 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	• 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	• I contribute to a positive work environment • I help and support those around me
Success	• 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 MAP process.