

Function/Team: Growth

Reporting to: Audience Growth Lead

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 Audience Manager – Church Mobilisation will lead the development and implementation of a global Church Mobilisation strategy designed to raise significant awareness of Mary's Meals, build trust and grow revenue and supporter base amongst the global Church community. This strategy will ensure awareness and engagement with our work is growing across all touchpoints within the Church, such as parishes, movements, organisations, affiliated schools, higher education settings and events. This role will work cross-functionally with the wider MMI Growth team, our National Affiliates and key external stakeholders to implement the strategy. This implementation will include the management of the Mary's Meals presence at key global events and resource/product development to enable build support amongst Church audiences at both a global and local level. This role will also act as a centre of expertise for engaging with Church audiences within the organisation and will support our fundraising affiliates in developing their own local engagement programmes based on this deep expertise and knowledge.

Key responsibilities & activities:

Strategy Development:

- Working with Audience Growth Lead, design and deliver the global Church Mobilisation Strategy aligned with our organisational values and in close collaboration with key stakeholders.
- Work closely with our affiliate fundraising offices to ensure strategy is culturally responsive and locally relevant.
- Work with the wider Audience Growth team to ensure Church Mobilisation strategy is supporting volunteer and Youth Ambassador recruitment globally.
- Collaborate with wider audience growth team to ensure we are engaging more Church-affiliated schools in our work.
- Work with the Medjugorje team to leverage the global Medjugorje network as part of the wider Church audience and ensure the team is positioned to support Church mobilisation.
- Develop a robust plan of engagement activities throughout the year to ensure we are maximising awareness of Mary's Meals within Church audiences.

Event and Programme Management

- Work collaboratively with National Affiliates to identify and pursue opportunities for Mary's Meals to participate in high-value global faith-based events, strengthening our visibility and engagement within global faith communities.

- Oversee the operational delivery and implementation of all global faith events where Mary's Meals is present and collaborate with all stakeholders, internally and externally.
- Work with colleagues in MMI Marketing to support the development of campaigns targeting Church audiences or ensuring wider campaigns are tailored to connect effectively with these audiences.
- Work with colleagues in Communications and Marketing teams to ensure our supporter engagement touchpoints are effective in inspiring support from Church audiences.

Partnership Development

- Develop partnership and collaboration opportunities with Church organisations including religious orders and institutions, Church movements, lay organisations and higher education institutions to develop awareness whilst growing our supporter base and income.
- Provide support, expertise and toolkits to National Affiliates in developing Church partnerships and collaborations at a local level.
- Work with Communications and Marketing to develop our offerings for Church influencers, with a significant following on social media and support ways in which Mary's Meals can engage with them.

Tools, Resources & Capacity Building

- Become a global expert on Church mobilisation within Mary's Meals, supporting our fundraising affiliates with developing strategies to raise awareness of Mary's Meals within their local Church community by developing 'best-practice' thinking
- Develop a suite of resources for our affiliates to use for Church mobilisation, including the development of resources for affiliated schools and for Parish engagement
- Work with Product Growth team to identify and collaborate on products which can support volunteer and income growth within the Church space
- Work with Communications and Marketing teams to develop assets (written, video, audio) which can support grassroots Church growth at a local level
- Work with MMI Partnerships team to ensure opportunities for high-net worth giving are optimised from event and campaign activities.

Evaluation & Continuous Improvement

- Collaborating with other teams within MMI, support National Affiliates in collecting, analysing, and reporting on Church mobilisation data.
- Gather feedback from fundraising affiliates to inform global engagement practices.
- Monitor emerging trends and innovations in the Church fundraising space to evolve strategy.

Additional information:

- As part of your role, you may be required to travel to countries where Mary's Meals operates.

Essential skills & experience required for this role:

- Strong commitment to Mary's Meals vision, mission and values.
- Experience working with faith-based or community groups, ideally including Catholic parishes, in a fundraising or engagement capacity.
- Understanding of, or willingness to develop understanding of, Catholic Social Teaching and its relevance to giving.
- Comfortable acting as an Ambassador for Mary's Meals in event settings.
- Experience in managing and delivering events or presence at events.
- Proven ability to support in the delivery of scalable strategies, toolkits and resources for distributed teams
- Well-developed interpersonal skills, with experience of negotiating, engaging and influencing others.
- Cultural sensitivity with an ability to communicate and work well with a range of people from a wide global landscape.
- Self-motivated and driven to deliver results.
- Excellent communication, mentoring and coaching skills.
- Ability to prioritise tasks and develop clear plans.
- Ability to make decisions and deliver results.
- Solutions oriented.
- 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

Desirable skills & experience for this role:

- Experience working in an international environment.
- Comfortable and skilled in delivering engaging presentations to diverse audiences.

Qualifications:

- Relevant degree, or equivalent experience

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.

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.