

Department:	Growth
Reporting to:	Chief Growth Officer
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:

You will be responsible for developing and leading our global communications strategy. Through several channels, including media, PR, and faith-based networks, you will find ways to reach new audiences, inspiring them and our existing extensive global MM network to take action in support of our mission. As guardian of our unique tone of voice, you will ensure our communications bring to life our dearly held organizational values. You will be responsible for crisis management and preemptive planning around risks of that nature. A skilled storyteller, you will lead a team that collects, curates, and builds the content library as a resource for the Marketing function and the National Affiliates. You will enable the voices of those we serve to be heard and will identify opportunities to creatively promote our global movement across all mediums. Your team will oversee the creation of new assets (films, books, etc) and work with the Marketing function to bring those resources to the Mary's Meals community and new audiences. You will actively seek new networks and communications partners that will help share the Mary's Meals Story on a global basis.

Key responsibilities & activities:

Strategic Leadership of Global Communications

- Work as a strategic partner as part of the Growth Senior Leadership Team
- As part of the Growth Senior Leadership Team, work with the leaders of the organization to create, deliver and monitor both annual operational plans and the rolling 3-year Global Strategic Plan.
- Develop and deliver a global communications strategy that connects with the MM family and inspires the growth of our global movement.
- Act as the lead role model for the MM tone of voice, empowering our MM family to express our values and organizational culture through all internal and external comms.
- Provide oversight in the work of the Global Ambassadors Program to ensure that the current relationships with global ambassadors are growing and new opportunities are proactively being sought out in order to raise more awareness for Mary's Meals.
- Protecting and championing identity, culture, and values
- Lead and inspire key communication work streams: PR/Media, Content Strategy and Storytelling,

Development of new assets (films, books, etc), Communications Crisis Management, Internal Communications and Brand management/oversight.

- Support the global MM family in the development of communications expertise, capability, and strategy, enabling others to tell their story and the stories of those we serve, working closely with the marketing directorate to ensure that stories and content support the ongoing campaigns and evergreen activities.
- Promote a culture of inclusivity and communications cohesiveness across the very diverse MM network
- Proactively seek story telling opportunities to connect others with our vision and mission.
- Respond in an agile way to changes, challenges and opportunities as they arise

Media and PR

- Build a strategy to position Mary's Meals and the founder of Mary's Meals as a thought leader in global hunger conversation.
- Lead an overarching Media and PR strategy for the organization. Oversee the Head of Media/PR in leading out and executing the strategy.
- Actively seek PR and media partners who will bring the Mary's Meals story to new audiences as well as focusing in key areas of target audience strength (faith-based audiences, catholic networks, etc).
- Follow and model external trends in the communications area and drive innovation at MM by creating new opportunities to grow our movement.
- When appropriate, hire and retain PR Agencies to help lift brand awareness and visibility. Conduct an RFP process to select the best agency for Mary's Meals.
- In coordination with the Strategic Partnership and Communications roles in Programme countries, leads the organization's strategic approach for media and PR partnerships in Program Countries and in countries where Mary's Meals works with Program Partners.
- Creates a strategy to ensure that content from the Mary's Meals founder as well as other key voices in the organization are being leveraged to media outlets.
- Lead on communications relationship marketing and pro bono communications opportunities
- Develop and manage key messages and brand and embed across the global family

Content Strategy and Storytelling

- Developing and managing narrative positioning of Mary's Meals.
- Create a content strategy that supports the following: Marketing campaigns for MMI and for National Affiliates, evergreen marketing, social media, product support (Feed a School), and stories for reporting on grants as well as annual reports.
- Coordinate with the Programmes Department to develop a content strategy around the impact studies.
- Ensure content (both editorial and visual) is authentic, current, and telling stories that will elevate the Mary's Meals brand and reach new audiences.
- Support the Marketing function with resources for digital content as needed to build campaigns.
- Creates, provides oversight and builds a strategy for a "speakers bureau" across the Mary's Meals family so that speakers in different areas of expertise are leveraged to talk to external audiences (for example, churches, youth audiences, business meetings/conferences/corporations).
- Acts as the liaison between the Strategic Partner and Communications Officers in Programme countries to ensure that resources are created to support those strategic plans.
- Works with the Communications Officers in Program Affiliate countries and Programme Partner Countries to collect content that is pertinent to the authentic storytelling of the work of Mary's Meals.

Assets/Resources

- Oversee the creation and development of new resources for the Mary's Meals family, such as films and books. Creates a strategy to utilize and maximize each of these tools.
- Works with the National Affiliates to ensure translations and access to these materials is simple and efficient.
- Coordinates with the Director of Marketing to leverage the tools in digital and physical campaigns.

Communications Crisis Management

- Acts as the SME for the voice of Mary's Meals in a crisis situation.
- Prepares FAQs for the organization and National Affiliates within 24 hours of the crisis occurring.
- Ongoing media monitoring to ensure that Mary's Meals is not in a vulnerable or negative situation. If a problem occurs, has a risk mitigation plan in place to lessen the impact.
- As a global Communications Director, is available on an emergency basis to guide the organization in a communications crisis situation. (Has a deputy on standby if on vacation or unavailable).

Managing Teams

- Provide strategic support, leadership and direction to a high performing team.
- Oversee the delivery, monitoring and reporting of progress made against team and directorate 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
- Promote integration and collaboration between the different strands of the communications team
- Deliver support and training to drive on and offline growth
- Lead on digital technology, communications and insights for MMI and wider MM teams
- Lead on Data driven marketing to reach new audiences
- Work as guardian to data policy and principles to protect MM brand
- 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

Management of self

- Continue to identify opportunities for own development including keeping knowledge up to date and relevant to support staff and develop capability
- Lead by example, communicate effectively and accept personal responsibility
- Identify and implement opportunities for delegation and next tier development

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:

- Proven results of growing an organization through communication channels while working in coordination with a Marketing team to leverage maximum reach across all opportunities.
- Proven experience of developing and implementing innovative communications strategies, policies, procedures and projects and translating these into action
- Excellent practical understanding of the communications 'toolbox' including digital, content development, brand, internal communications, PR and media relations
- Excellent understanding of fundraising and/or developing supporter or customer base and relationship marketing
- Experience of leading successful projects in a global environment
- Exemplary communication, mentoring and coaching skills
- Experience of managing brand positioning and messaging for an organisation
- A pragmatic person with the ability to work at all level to ensure people engagement translates into key deliverables are being achieved
- 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

Desirable skills & experience required for this role:

- 5-10 years experience at director level leading the following: managing external service providers, documented experience partnering with PR and Media outlets.
- Experience working with Faith based audiences
- Experience working in an international environment, ideally in the international development/aid sector

Qualifications:

- Relevant degree and 5-10 years' experience leading communications and content teams developing cross functional strategic plans.

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

- 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 annual PDR process.