

**mary's  
meals**

a simple solution  
to world hunger

**Recruitment Pack:  
Media and Content Manager**

**Full time / Fixed term until  
September 2024**

**Applicants must reside  
and hold full right to work  
in the UK**

**Remote working  
anywhere in the UK**

**Mary's Meals UK - September 2023**



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# Welcome from our Executive Director

Thank you so much for your interest in joining the Mary's Meals family. As you consider making an application for the role of Media and Content Manager with Mary's Meals UK, I hope you find this pack helpful, encouraging, and exciting.

In joining Mary's Meals UK, you would become part of a global movement of people who will simply not accept that any child should go hungry in this world of plenty. We are passionately driven by our simple belief that every child in the world deserves an education – and enough to eat.

From small beginnings feeding just 200 Malawian children in 2002, we are now reaching 2,429,182 children across 18 programme countries (including Malawi, Liberia, Zambia, Haiti, South Sudan, and Syria) with a nutritious daily meal in school.

This meal not only meets the immediate needs of the hungry child, but it attracts children to the classroom, where they can gain an all-important education. And we firmly believe that the children who are receiving Mary's Meals today can grow up – better nourished and better educated – to become the men and women who will lift their communities out of poverty and end their reliance on aid.



None of this would be possible without the incredible generosity of our supporters all over the world, who give freely of their time, money, skills, and prayer. In Malawi alone, we have 80,000 volunteers who rise early each day to serve Mary's Meals to children in their community.

And, across Mary's Meals' dozen or so 'national affiliate' countries, in which we raise awareness and funds for our work (including the UK, USA, Austria, Germany, Ireland, Croatia and Canada), thousands of people amaze and inspire us every day with their 'little acts of love', spreading the word about Mary's Meals in their local communities and raising money to feed more children.

The UK, where we received the first-ever donations for our work, remains the country in which Mary's Meals raises the majority of its funds. And Mary's Meals UK, the organisation I am privileged to lead is responsible for continuing to tell our story across Scotland, England, Northern Ireland and Wales; engaging and inspiring more and more UK volunteers and donors; and driving forward the unrelenting growth of the Mary's Meals movement on these shores.

We do this while working very closely and collaboratively with our colleagues at Mary's Meals International, the organisation which co-ordinates the global movement and directly manages our school feeding programmes.

The Media and Content Manager works as part of the communications team to raise awareness of our work within the UK to attract new supporters, develop relationships with existing supporters, and to ensure the values of the organisation are upheld and promoted in all communications activities.

With more than 67 million children out of school around the world and a further 73 million attending school so hungry, they're unable to concentrate and learn, our work is only just beginning. Will you play a crucial part in shaping the future of Mary's Meals UK and, with it, the lives of so many people who both contribute to and benefit from this incredible work of love, joy, and hope?

I look forward to hearing *your* story.



**Alan Brown**  
**Interim Executive Director, Mary's Meals UK**

- **Our 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.
- **Our mission** is to enable people to offer their money, goods, skills, time, or prayer, and through this involvement, provide the most effective help to those suffering the effects of extreme poverty in the world's poorest communities.





- We have confidence in the innate goodness of people.
- We respect the dignity of every human being and family life.
- We believe in good stewardship of the resources entrusted to us.

View Mary's Meals' full statement of values here: [Statement of Values](#)

Mary's Meals is a global movement that sets up school feeding projects in some of the world's poorest communities, where poverty and hunger prevent children from gaining an education.

Our idea is a simple one that works. We provide one daily meal in a place of learning in order to attract chronically poor children into the classroom, where they receive an education that can, in the future, be their ladder out of poverty.

The Mary's Meals campaign was born in 2002 when Magnus MacFarlane-Barrow, from Dalmally in Argyll, visited Malawi during a famine and met a mother dying from AIDS. When Magnus asked her eldest son Edward what his dreams were in life, he replied simply: "I want to have enough food to eat and to go to school one day."

That moment was a key part of the inspiration which led to the founding of Mary's Meals, which began by feeding just 200 children in Malawi in 2002. Today, 20 years later, we feed more than 2.4 million hungry children every school day across four continents.

Where Mary's Meals is provided, there is a rise in school enrolment, attainment and attendance. Wherever possible, Mary's Meals uses locally grown food to support the local economy and help smallholder farmers.

We work extremely hard to keep our running costs low and to ensure that at least 93% of donations goes directly on our charitable activities. This is only possible because most of our work is done by an army of dedicated volunteers all over the world, who carry out lots of little acts of love on behalf of Mary's Meals.

Having been inspired, in part, by our founder's Catholic faith, this work is named in honour of Mary, the mother of Jesus, who brought up her own child in poverty. We consist of, respect and reach out to people of all faiths and none.

Counting on support from around the globe, Mary's Meals has registered national affiliate organisations, which raise awareness of our work, in 18 countries around the world. Funds raised by affiliates, including from Mary's Meals UK, are passed to Mary's Meals International, the organisation which co-ordinates our movement and directly manages the delivery of our school feeding programmes.



## Mary's Meals Network

### National Affiliates

 <b>Australia</b> Independent Affiliate	 <b>Austria</b> Independent Affiliate	 <b>Bosnia-Herzegovina</b> Branch of MMI	 <b>Canada</b> Independent Affiliate	 <b>Croatia</b> Independent Affiliate
 <b>Czech Republic</b> Independent Affiliate	 <b>France</b> Independent Affiliate	 <b>Germany</b> Independent Affiliate	 <b>Ireland</b> Independent Affiliate	 <b>Italy</b> Independent Affiliate
 <b>Poland</b> Independent Affiliate	 <b>Spain</b> Independent Affiliate	 <b>Switzerland</b> Independent Affiliate	 <b>United Kingdom</b> Independent Affiliate	 <b>United States</b> Independent Affiliate

 **Mary's Meals International (MMI)**

### Programme Affiliates

 <b>Kenya</b> Branch of MMI	 <b>Liberia</b> Branch of MMI
 <b>Malawi</b> Subsidiary of MMI	 <b>Zambia</b> Subsidiary of MMI

### Fundraising Groups

 <b>Belgium</b> International Fundraising Group	 <b>Slovakia</b> International Fundraising Group
 <b>Hong Kong</b> International Fundraising Group	 <b>Slovenia</b> International Fundraising Group
 <b>Netherlands</b> International Fundraising Group	
 <b>Portugal</b> International Fundraising Group	

### Programme Partners

 <b>Benin</b> Soeurs de Marie de la Médaille Miraculeuse	 <b>Ecuador</b> Fundación Cristo Misionero Orante	 <b>Ethiopia</b>	 <b>Haiti</b> BND, Caritas Hinche, Summits Education	 <b>India</b> BREAD
 <b>Kenya</b> Caritas Lodwar	 <b>Lebanon</b> Dorcas	 <b>Madagascar</b> Grandir Dignement, Feedback Madagascar, Money For Madagascar	 <b>Malawi</b> Missionary Community of Saint Paul the Apostle	 <b>Myanmar</b> Episcopal Commission for Education
 <b>Niger</b> Grandir Dignement	 <b>South Sudan</b> Diocese of Rumbek, Mary Help Association	 <b>Syria</b> Dorcas	 <b>Thailand</b> Living Water Foundation	 <b>Yemen</b> Yemen Aid
 <b>Zimbabwe</b> Mavambo Orphan Care, ORAP				

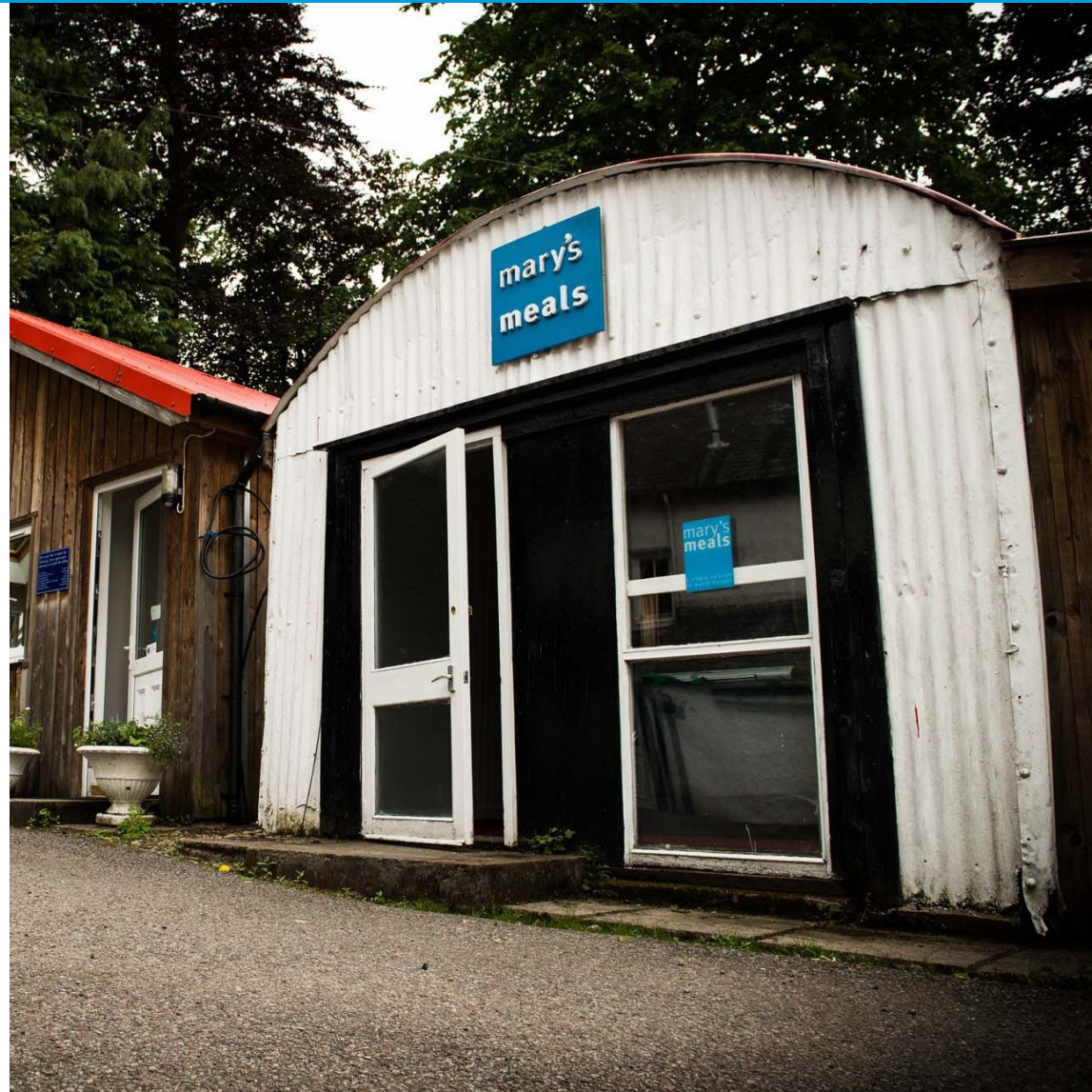


Mary's Meals UK (or 'MMUK'), a charity registered in Scotland, is the oldest entity in the Mary's Meals family – the original organisation established as Scottish International Relief in the early 1990s, when our founder and global CEO, Magnus MacFarlane-Barrow, first became involved in international aid during the Bosnian Conflict.

Back then, Magnus was a simple salmon farmer who, along with his family, decided to do something to help those who were suffering because of the war.

They relied heavily on the generosity of local people in their village of Dalmally in Argyll, who relentlessly donated food, blankets and other items of aid, which were then stored in the family shed, before being driven out by Magnus to Bosnia-Herzegovina.

Though our largest office is now in Glasgow, that same shed – which continues to be filled, metaphorically at least, with the generosity of our supporters – still serves as the headquarters of Mary's Meals UK to this day.



In January 2015, to recognise the incredible growth of the Mary's Meals movement around the world and to facilitate future growth in new countries, another entity – Mary's Meals International (or 'MMI') – was formed.

This new organisation assumed responsibility for directly delivering our programmes and for coordinating the growing number of Mary's Meals organisations around the world, aimed at either awareness-raising or programme delivery.

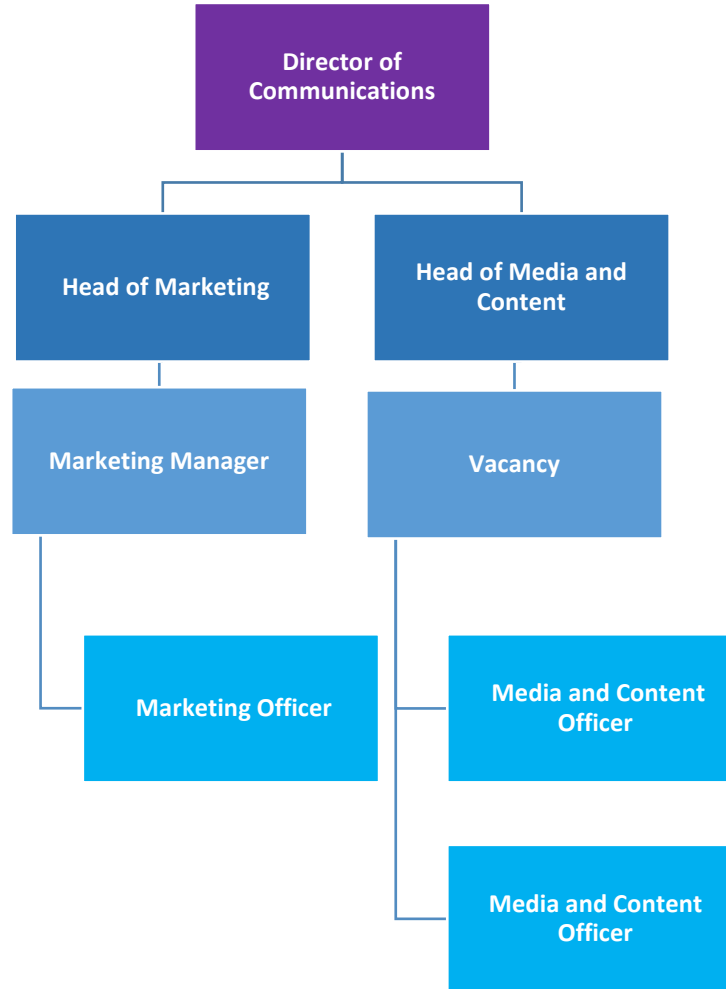
This structural change saw Mary's Meals UK become the global movement's largest fundraising organisation and enabled it to focus even more passionately on its mission to tell our story across Scotland, England, Northern Ireland and Wales, and empower more people to help us reach the next hungry child by offering their money, goods, skills, time or prayer.

Today, Mary's Meals UK raises awareness and funds under the direction of the Executive Director, and through the passion, commitment and dedication of our volunteers and staff, led by the Director of Communications, Director of Supporter Engagement and Income, and the Director of Finance and Operations. The organisation currently has offices in Glasgow and London and offers staff a flexible working model.



<b>Reports to:</b>	Head of Media and Content
<b>Location:</b>	Home working from anywhere in the UK
<b>Salary:</b>	£34,235 - £40,198 per annum (plus London Weighting Allowance, where applicable)
<b>Benefits:</b>	<ul style="list-style-type: none"><li>• Flexible working</li><li>• 34 days' annual leave (including public holidays)</li><li>• Non-contributory pension with employer contributions of 8%.</li><li>• Volunteering and development days</li><li>• Enhanced maternity and paternity leave</li><li>• Employee Assistance programme</li><li>• Life Assurance</li><li>• Wellbeing support</li></ul>
<b>Key relationships</b>	<ul style="list-style-type: none"><li>• Marketing Manager</li><li>• MMUK Communications team</li><li>• MMUK Supporter Engagement team</li><li>• MMI Communications team</li><li>• External supporters and agencies</li></ul>





# Duties and responsibilities

## Role overview:

The Media and Content Manager works as part of the Communications team to raise awareness of our work within the UK to attract new supporters, develop relationships with existing supporters, and to ensure the values of the organisation are upheld and promoted in all communications activities.

The Media and Content Manager is responsible for supporting the development of Mary's Meals' media relationships throughout the UK, delivering high quality media coverage, campaigns and content which is consistently aligned to Mary's Meals' strategy for growth in the UK.

As a key member of the Communications team, the Media and Content Manager also contributes significantly to the overall development and delivery of the Marketing and Communications strategy.

Reporting to the Head of Media and Content, you will be comfortable working at a senior level and providing support to colleagues, especially in terms of brand management, tone, style and key messages.

## Principal duties:

- Work with the Head of Media and Content to implement the Media and Content strategy and contribute to wider strategy.
- Develop and implement campaigns in the UK in close collaboration with the global Communications team.
- Develop and manage a proactive media relations programme to create well targeted opportunities to raise awareness of Mary's Meals across all media.
- Oversee the production of news releases and media statements in conjunction with other members of the Communications team.
- Arrange media interviews (including briefings and training) for key UK staff to promote the work of Mary's Meals.
- Identify and support media partnership or appeal opportunities and manage relationships with partners, celebrities and other external stakeholders.
- Work flexibly and respond effectively to media enquiries or unplanned situations.
- Monitor media coverage and the news agenda and use this insight to recommend ways to improve the overall effectiveness of our media engagement.
- Manage the production of compelling storytelling content for use across all Mary's Meals' channels, including website, email marketing, direct mail and publications.
- Support the production of multi-channel communications and fundraising materials which reinforce Mary's Meals values, brand and key messages for use by supporters in the UK.
- Manage MMUK's internal communications with staff, trustees and volunteers – ensuring content is timely and engaging.

## Essential:

- At least three years' experience working in a communications role.
- Track record of developing effective communication plans and achieving strong media coverage.
- Excellent written and verbal communication skills, including writing engaging, clear and concise copy.
- Creativity, with an ability to initiate ideas and bring them to fruition.
- Demonstrable knowledge of a broad range of communication activities – media relations, writing for websites, producing publications, etc.
- A practical, pragmatic person able to exercise initiative and sound judgement.
- An organised self-starter who can work with minimal supervision, consulting when necessary.
- Ability to manage a diverse workload and juggle multiple priorities, ensuring deadlines are met.
- A keen eye for accuracy and detail.

- Willingness to work 'hands on' as part of a small team, in a supportive, flexible and friendly manner.
- Resilient, flexible and self-motivated.
- Excellent writing skills and computer literate with good MS Office skills.
- Excellent interpersonal skills with the ability to liaise at all levels within the organisation and externally.

## Desirable:

- Line Management experience



**Managers at Mary's Meals UK approach their role in line with our 7S competency model:**

## 1. Self

- I build and demonstrate resilience
- I lead by example
- I'm authentic and true to Mary's Meals values
- I develop myself and set stretching goals

## 2. 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

## 3. 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

## 4. 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

## 5. 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 develop strategy and translate it into action

## 6. Strengthen

- 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

## 7. Success

- I ensure my team is technically competent and developing
- I build high performing teams
- I ensure accountability
- I am a catalyst for change



## How to apply for this role

To apply for the role of Media and Content Manager based at Mary's Meals UK, please send a tailored CV and covering letter to: [Jobs@marysmeals.org](mailto:Jobs@marysmeals.org)

Your covering letter should make a compelling case for why you feel motivated to apply for this role within Mary's Meals UK, as well as giving a concise overview of your most relevant skills and experience and should fill no more than two pages of A4.

## Recruitment timescales

Applications will be reviewed on an ongoing basis:

**Please note: If you have any special requirements or adjustments before an interview, please let us know.**





**“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**