



mary's  
meals

a simple solution  
to world hunger

**Recruitment pack for:**  
**Supporter Engagement Officer**  
**Southwest England and South**  
**Wales**

**Remote working from**  
**Southwest England or South**  
**Wales**

**Mary's Meals UK**

**January 2024**



happy to  
talk flexible  
working

mary's  
meals



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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 Supporter Engagement Officer 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.





# Welcome from our Executive Director

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.

In the Supporter Engagement team, we use relationship-building skills to reach new people and build strong relationships with our supporters, which in turn drives income and higher levels of engagement for our overseas school feeding programmes. The breadth of the work means that no two days are the same as we work across a diverse range of audiences out in the community.

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.



**Matt Barlow**  
**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 over 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 which means that it costs just £19.15 to feed a child with Mary's Meals for a whole school year. 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> Grande 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> Mwambo Orphan Care, ORAP								





# About Mary's Meals UK

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.



# About Mary's Meals UK

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.



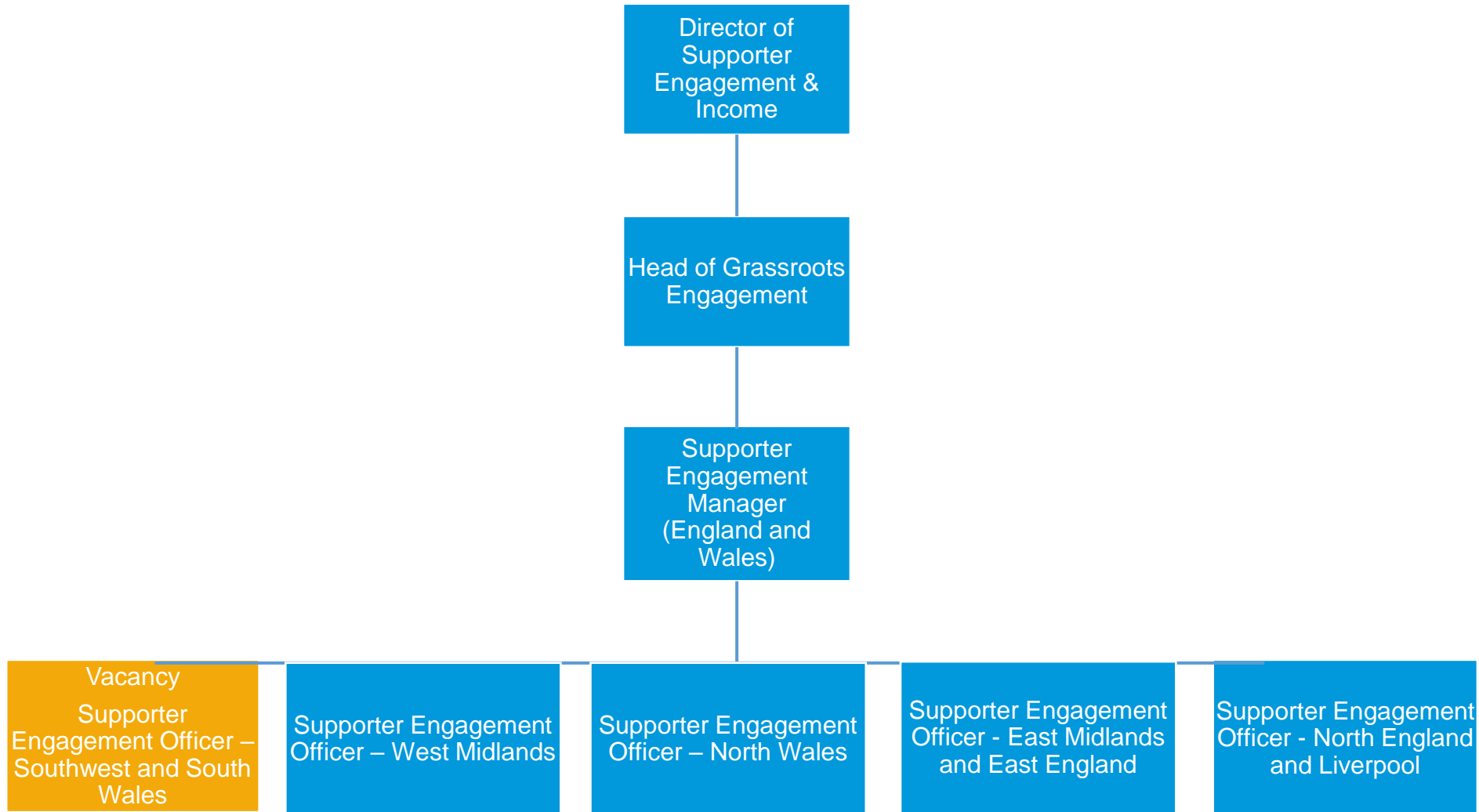


# Supporter Engagement Officer

<b>Reports to:</b>	Supporter Engagement Manager
<b>Location:</b>	Home working from Southwest England or South Wales
<b>Salary</b>	c. £28,164 - £32,603 per annum
<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>	<p><b>External</b></p> <ul style="list-style-type: none"><li>• Mary's Meals volunteers</li><li>• Mary's Meals supporters, donors and fundraisers</li><li>• Schools, churches, corporates and community groups</li></ul> <p><b>Internal</b></p> <ul style="list-style-type: none"><li>• Supporter Engagement Manager</li><li>• Supporter Engagement team</li><li>• Supporter Care team</li><li>• Major Giving and Partnerships team</li><li>• Communications team</li><li>• People team</li></ul>



# Supporter Engagement Officer team structure





# Duties and responsibilities

## Role overview:

The Supporter Engagement Officer builds relationships between Mary's Meals and our supporters. Building relationships with supporters where they live amplifies our message and builds a community of engaged supporters who are motivated to make a lasting difference to the lives of children in some of the world's poorest countries.

You'll be growing and mobilising a regional network of supporters and volunteers – including the co-ordination of our extremely dedicated volunteer speakers.

The Supporter Engagement Officer works with energy and proactivity to maximise donations as well as informing and inspiring people in the UK about how the Mary's Meals' school feeding programme is helping to lift impoverished and marginalised children in the developing world out of poverty.

Our values are important to us and we need someone who can communicate this to our supporters, across all platforms. The approach is vital in order to secure increased support and funding for the organisation to spend 93% of our income on our charitable activities.

## Principal duties:

- Working closely with the Supporter Engagement Manager to develop strategy and plans for engaging supporters within Southwest England and South Wales.
- Take responsibility for and lead on engaging with our key audience; faith groups. As well as forging new relationships with emerging audiences such as schools, corporates groups & associations and individuals.
- Deliver talks, run stalls and plan events to share the story of Mary's Meals with the view to growing our supporter network and recruiting volunteers.
- Conduct research into regional new audiences, groups, schools and churches and proactively contact cold audiences to share the Mary's Meals story
- Recruit, train and support volunteers within Southwest England and South Wales to undertake awareness raising and fundraising activity.
- Act as a main point-of-contact for our grassroots fundraisers and community volunteers, building warm relationships and providing advice, help and support.
- Manage the co-ordination of our regional network of volunteer speakers. Duties include recruiting new speakers, conducting training sessions, allocating talk requests, generating new speaking opportunities and providing on-going support to volunteers.

# Duties and responsibilities

- Promote the formation of more local groups, to encourage our community volunteers to meet and support and encourage one another in their efforts.
- Steward, develop and closely manage certain donor relationships where appropriate.
- Work to proactively create opportunities to share the Mary's Meals story, with the purpose of inspiring action.
- Contribute highly creative ideas for new fundraising campaigns or initiatives and play a significant role in formulating and implementing approved campaigns in the local community.
- Work closely with the communications team to produce creative and engaging fundraising resources, including fundraising packs, information booklets, newsletters and educational materials.
- Support our community volunteers with resources to ensure our network is empowered and enabled, ensuring responsibility of the promotion of our campaigns and materials with our movement.
- Act as an ambassador for Mary's Meals, representing the organisation at public engagements and supporter events – and, where necessary, delivering speeches or presentations to a wide range of audiences.
- Assist in ensuring that all Mary's Meals websites and social media profiles are kept up to date – particularly with regard to providing engaging fundraising content and story ideas.
- Accurately record grassroots activity in the region and maintain up-to-date information on volunteers and activity
- Assist the supporter care team in managing the Mary's Meals database, ensuring that records are accurate and up to date.
- Research, analyse and present data which informs the decision-making of the head of supporter engagement and other senior managers.
- Collaborate and work closely with the Major Giving and Partnerships Team to maximise opportunities with corporate partners in Southwest England and South Wales.
- Support where appropriate, the work of fellow team members.
- Assist the grassroots Supporter Engagement Manager in ensuring compliance with relevant legislation.



- Possess a warm and engaging personality, with good networking and interpersonal skills
- Ability to work independently, be a self-motivator and possess excellent judgement
- Possess advanced communication skills, both written and oral
- Ability to think creatively and capable of generating new ideas, opportunities and resources
- Able to work and communicate creatively with people of all ages from a variety of backgrounds
- Capable of tailoring key messages to different audiences, and comfortable in many different settings, from schools and churches to conference halls and boardrooms
- Excellent organisational, prioritisation and time management skills
- Confident in engaging with a wide range of people and organisations – the majority of our support in the region is from Faith Groups (predominantly Catholic churches) but we also work with schools, community groups, and young professionals.
- Confident in managing volunteers independently
- Ability to work effectively on multiple tasks simultaneously and maintain excellent records
- Good project management skills, capable of liaising with multiple stakeholders
- Able to effectively delegate to volunteers
- Prepared to travel across the Southwest England and South Wales region, with occasional travel more widely within the UK
- Good IT skills and administrative skills. Previous experience of using a database preferred.



**All Mary's Meals UK employees 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 contribute to a positive work environment
- I support those around me

## 7. Success

- I maintain my technical competence
- I contribute to the success of my team
- I ensure accountability
- I embrace change



## How to apply for this role:

To apply for the role of Supporter Engagement Officer 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.

**We welcome applications from candidates of all different backgrounds and identities to apply. We are committed to building an inclusive and diverse charity providing a supportive place for you to do the best and most rewarding work of your career.**

Applicants must hold full right to work in the UK.

## Recruitment timescales:

**Closing date for applications is Monday 19<sup>th</sup> February at 5pm**

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**