



mary's
meals

a simple solution
to world hunger

Recruitment pack for: Director of Supporter Engagement

Remote working from anywhere
in the UK, with regular travel throughout the
UK, particularly London and Glasgow

Mary's Meals UK
April 2025



We're an
Age-friendly
Employer



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 Director of Supporter Engagement 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 more than 2.6 million children across 16 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 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.

Across Mary's Meals' we have '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.

Welcome from our Executive Director

Reporting the Executive Director and serving as an integral member of the UK leadership team, the Director of Supporter Engagement will lead, inspire and develop the Supporter Engagement function, balancing strategic leadership with a hands-on approach to fundraising.

You will be committed to building a compassionate fundraising culture focused on relationship building, and storytelling, to inspire and motivate our supporters, and engage new ones.

You will work collaboratively with colleagues across the Mary's Meals family, to jointly own, develop and implement ambitious fundraising strategies and activities that raise awareness of Mary's Meals, encouraging support of the Mary's Meals mission to lead significant growth across a variety of fundraising and awareness raising channels throughout the UK, in line with organisational growth ambitions, values, and fundraising approach.

The role of Director of Supporter Engagement is key to embedding and strengthening the organisation's growth mindset, fostering a culture of ambition and innovation within the Supporter Engagement team and across the organisation. The Director of Supporter Engagement will inspire and empower teams to think boldly and seize new opportunities to help us reach the next child waiting.

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?



Marie Doyle

Marie Doyle
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](#)

About the Mary's Meals movement

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 2.6 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 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

| | | | | | | | |
|--|---|---|--|---|--|---|--|
|  | Australia Independent Affiliate |  | Austria Independent Affiliate |  | Bosnia-Herzegovina Branch of MMI |  | Canada Independent Affiliate |
|  | Croatia Independent Affiliate |  | Czech Republic Independent Affiliate |  | France Independent Affiliate |  | Germany Independent Affiliate |
|  | Ireland Independent Affiliate |  | Italy Independent Affiliate |  | Poland Independent Affiliate |  | Slovakia International Fundraising Group |
|  | Spain Independent Affiliate |  | Switzerland Independent Affiliate |  | United Kingdom Independent Affiliate |  | United States Independent Affiliate |



Programme Affiliates

| | | | |
|---|------------------------------------|---|------------------------------------|
|  | Kenya Branch of MMI |  | Liberia Branch of MMI |
|  | Malawi Subsidiary of MMI |  | Zambia Subsidiary of MMI |

Fundraising Groups

| | | | |
|--|---|---|---|
|  | Belgium International Fundraising Group |  | Netherlands International Fundraising Group |
|  | Hungary International Fundraising Group |  | Portugal International Fundraising Group |
|  | Hong Kong International Fundraising Group |  | Slovenia International Fundraising Group |

Programme Partners

| | | | | | | | | | |
|---|--|---|---|---|--|---|---|---|---|
|  | Benin Soeurs de Marie de la Medaille Miraculeuse |  | Ecuador Fundación Cristo Misionero Orante |  | Ethiopia Daughters of Charity, Tigray |  | Haiti BND, Caritas Hinche, Summits Education |  | India BREAD |
|  | Kenya Caritas Lodwar |  | Lebanon Dorcas |  | Madagascar Grande Dignement, Feedback Madagascar, Money For Madagascar |  | Malawi Missionary Community of Saint Paul the Apostle |  | Mozambique Mozambique School Lunch Initiative |
|  | South Sudan Diocese of Rumbek, Mary Help Association |  | Syria Dorcas |  | Yemen Yemen Aid |  | Zimbabwe Mavambo 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.



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.

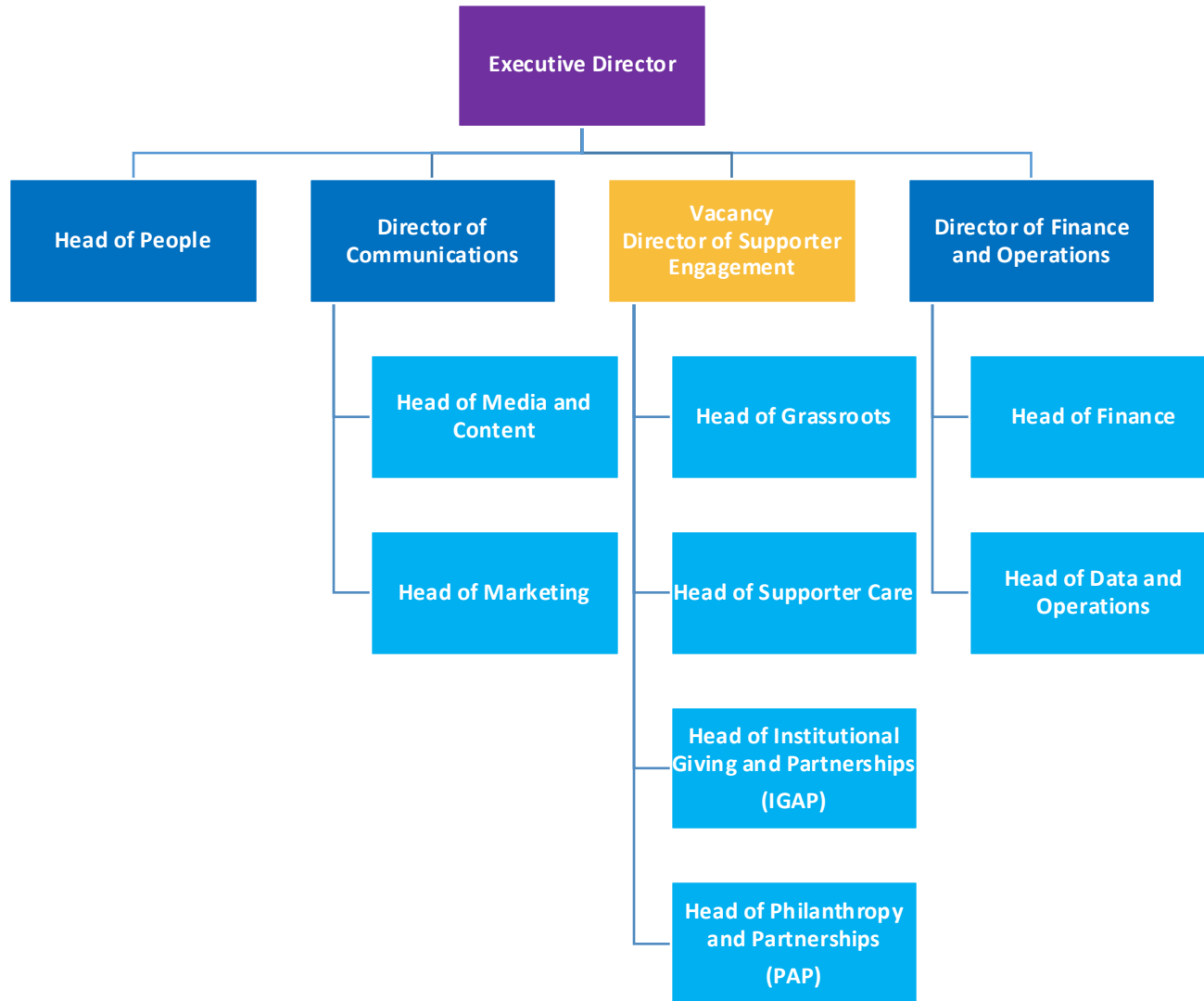
Today, Mary's Meals UK raises awareness and funds under the direction of the Executive Director, and through the passion, commitment and dedication of our volunteers and staff, led by the Director of Communications, Director of Supporter Engagement, Director of Finance and Operations and Head of People.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



Director of Supporter Engagement

| | |
|------------------------------|--|
| Reports to: | Executive Director |
| Location: | Home working from anywhere in the UK (Regular travel to Glasgow, London and across the UK) |
| Salary | c. £62,355 - £69,707 per annum, plus London weighting where applicable |
| Benefits: | <ul style="list-style-type: none">• Flexible working• 34 days' annual leave (including public holidays)• Non-contributory pension with employer contributions of 8%• Volunteering and development days• Enhanced maternity and paternity leave• Employee Assistance programme• Life Assurance• Wellbeing support• Cycle to work scheme |
| Key relationships | <ul style="list-style-type: none">• Board of Trustees MMUK Leadership• MMI Leadership• Managers• Staff• Head of Grassroots• Head of Philanthropy and Partnerships• Head of Institutional Giving and Partnerships• Head of Supporter Care• Supporters• Prospective Supporters |





Principal duties:

Strategy and Leadership

- To support the day-to-day management of the charity and contribute to the organisation's strategic direction and growth, as part of the senior leadership team.
- To contribute to the preparation of the charity's strategic plan and the monitoring and reporting of progress against organisational goals and objectives.
- To be an inspiring ambassador for the Mary's Meals vision and values, ensuring these are reflected in the strategies, outputs and behaviour of the Supporter Engagement team and wider staff.
- Lead on cross-organisational projects in line with organisational strategy.
- To embed and strengthen the organisation's growth mindset, fostering a culture of ambition and innovation, inspiring and empowering teams to think boldly, and seize new opportunities.

Fundraising:

- To develop a clear and inspiring vision for fundraising, backed up by ambitious strategies and activities that significantly raise awareness of Mary's Meals in the UK, and grow and diversify income
- To ensure our fundraising approach and activities remain aligned with our organisational strategy, values and fundraising model.
- To lead, inspire and develop the Supporter Engagement team (formed of the Grassroots, Philanthropy, Institutional Giving and Supporter Care teams).
- To build a culture of innovation and ambition, proactively seeking out and identifying new fundraising trends and developments, tapping into best practice from within and outside of the Mary's Meals family, to ensure a diverse funding portfolio.
- To work with a hands-on, proactive and entrepreneurial approach to research, pursue, cultivate and attend networking and outreach opportunities to inspire and enthuse new networks of supporters, and which result in the development of new strategic partnerships, and donor relationships.
- To manage a portfolio of donor, volunteer and prospect relationships, travelling regularly to attend meetings, and network to cultivate new prospects and funding opportunities.
- To support the team to develop professional and engaging fundraising materials including fundraising propositions, applications, proposals, appeals, pitches, presentations and reports.
- To create an environment that champions first-class stewardship of our supporters, ensuring that every interaction with Mary's Meals creates a positive and lasting memory, that helps to build long-term meaningful relationships.
- To oversee volunteer strategy, management and support to further empower our volunteers with a greater role in our shared vision and maximise their skills and networks.

Budgeting, Reporting and Compliance

- To set, monitor and deliver annual income and expenditure budgets, providing regular reports as required to the Executive Director, Leadership team, wider Mary's Meals family, and our Board of Trustees.
- To ensure we remain committed to our promises around good stewardship of funds, make sound decisions to protect the organisation, and ensure financial and charitable statutory and regulatory compliance requirements, and ensure this is also understood and enacted by all members of the team.
- To feed into organisational strategic KPIs and team KPIs, and ensure a regular schedule of reporting, and insight gathering is in place to monitor activity and use insight to guide decision-making and drive growth.

People and culture

- To create a high performing team that is ambitious and passionate about the Mary's Meals vision.
- Provide line management to direct reports and support for indirect reports, setting and monitoring individual performance objectives and motivating the team to be innovative and professional in its thinking and delivery.
- To ensure teams receive consistent and motivating direction and feedback to enable them to work to the best of their ability.
- To continually demonstrate, promote and protect Mary's Meals values.

- Build strong working relationships with colleagues across the charity at all levels, adopting and encouraging a collaborative working approach across the Mary's Meals family. This role must work particularly closely with the Director of Communications, and collaboration with this role will be key.
- To work with the Head of People to ensure that MMUK is an employer of choice which attracts, recruits and retains a talented team of values-led, paid employees and volunteers, throughout the UK.
- To establish a positive, healthy and safe work environment in accordance with all appropriate legislation and regulations.
- To actively promote safeguarding practices and model behaviours that support a safe culture across all MMUK activities.



Essential:

- Significant experience operating at senior management level, including leading a fundraising department, ideally with experience in the areas of grassroots and major giving fundraising
- Experience of developing and executing strategies to secure significant revenue generation, with specific evidence of delivering income growth
- Highly strategic in outlook, with the ability to analyse, interpret and use data to plan for the future. Experience of developing, implementing, monitoring and reporting against agreed strategy
- Has proven ability and experience to lead, build and continue to develop the capabilities of driven, bright and diverse teams with evidence of effectively leading teams through periods of growth, change and transition
- Experience of representing an organisation at a senior level, with excellent written, presentation and public speaking skills
- Excellent entrepreneurial networking and relationship building abilities, with experience of proactively identifying and cultivating new and existing donor relationships, and securing strategic funding partnerships and high-value donations
- Experience in volunteer strategy, management, recruitment and engagement
- Experience in setting, monitoring and delivering significant annual income and expenditure budgets, providing regular reports as required
- Experience in leading on audience research and data analysis and using insight to inform fundraising approaches
- Experience of testing and launching new fundraising products (e.g., mass engagement grassroots campaigns, corporate partnerships, major donor events etc.)
- Truly collaborative working approach
- Experience of developing first-class supporter journeys, interactions, products and propositions
- Significant experience of relationship management of key supporters, funders and stakeholders
- Experience in innovation and product development
- Sound knowledge of legislation, regulations and financial issues related to fundraising, and experience in building team confidence in these areas
- Excellent written, verbal and in person communication skills
- Deep commitment to the Mary's Meals vision, mission and values

Desirable:

- Experience of working in a charity/international development sector
- Familiarity with Churches and Christian networks would be advantageous but certainly not essential, as would the ability to represent MMUK in faith-based networks with confidence and credibility

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 Director of Supporter Engagement based at Mary's Meals UK, please send a tailored CV and covering letter or 2-3 minute video to: Jobs@marysmeals.org

Your covering letter or video 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. Your letter should fill no more than two pages of A4.

Applicants must hold full right to work in the UK.

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.

Recruitment timescales

- Closing date for applications is Friday 16th May
- First stage interviews will be arranged on an ongoing basis
- Second stage interviews are provisionally planned for Thursday 5th June

We reserve the right to close this vacancy at any point, therefore, if you are interested, please submit your application as early as possible.

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