



- Philanthropy and Partnerships Manager (High Value)
- Home-based, within commutable distance of London
- Mary's Meals UK
- April 2025



# Recruitment pack: Philanthropy and Partnerships Manager (High Value)



Thank you so much for your interest in joining the Mary's Meals family. As you consider making an application for the role of Head of Marketing 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.

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.

With more than 71 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.

The Philanthropy and Partnerships Manager (High-Value) will be responsible for the development and implementation of the team's Donor Advised Funds (DAF) programme. As a growing area of focus for the team, the role holder will have a significant impact on the strategic development of Donor Advised Funds fundraising at Mary's Meals. This role will be responsible for creating and managing relationships with Donor Advised Funds themselves, with Donor Advised Fund donors, and for developing our organisation's skills, resources, and knowledge of this audience.

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.



A handwritten signature in black ink that reads "Marie Doyle". The signature is written in a cursive, flowing style.

**Marie Doyle**  
**Interim Executive Director, Mary's Meals UK**

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.

Today, 20 years later, we feed more than 2.6 million hungry children every school day across four continents.

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.

Mary's Meals has 16 registered national affiliate organisations, who raise awareness and funds for our work around the world. All funds raised by the national affiliates are passed to Mary's Meals International, which co-ordinates our movement and directly manages the delivery of our school feeding programmes.

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.



**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.

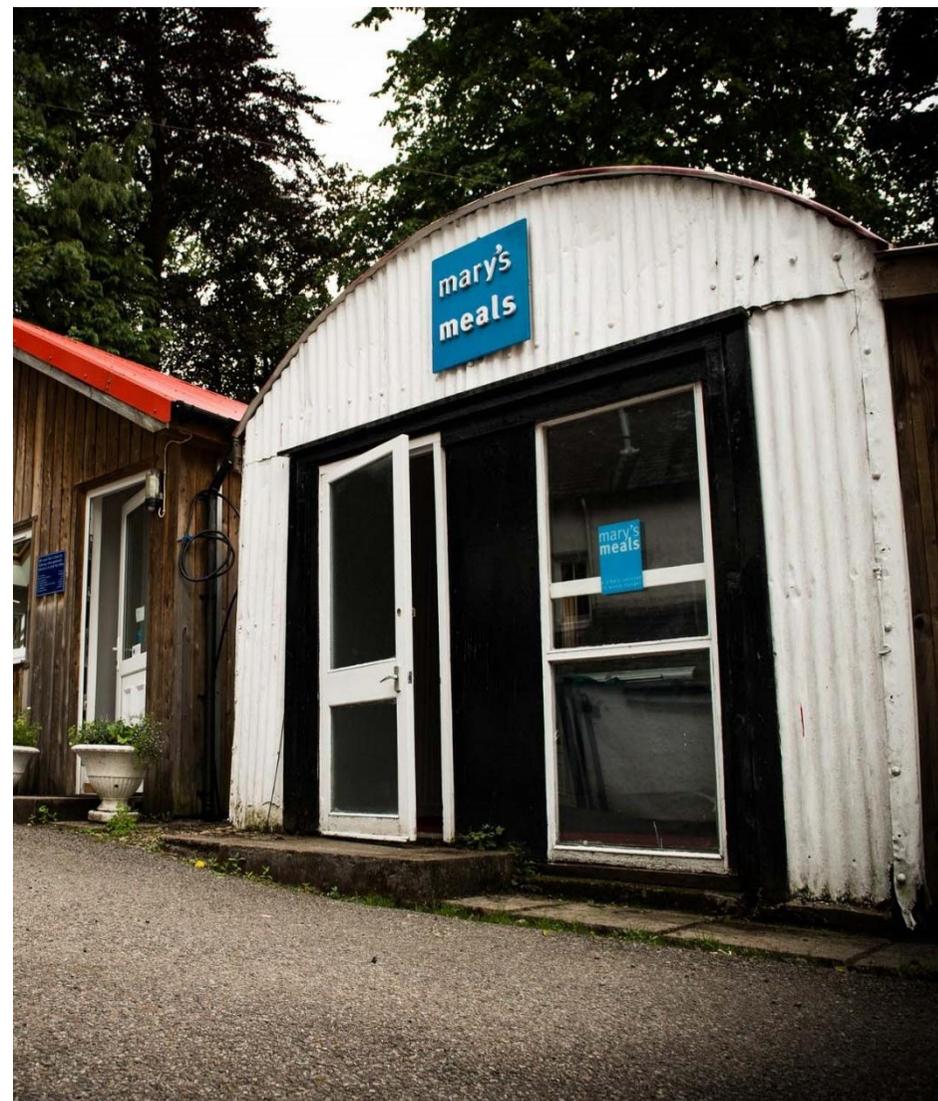
View Mary's Meals' full statement of values here: [Statement of Values](#)

Mary's Meals UK 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 conflict in the former Yugoslavia.

Back then, Magnus was a 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 continuously 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.



Today, Mary's Meals UK raises awareness and funds under the direction of our Executive Director, and through the passion, commitment and dedication of our volunteers and staff, led by the Director of Communications, Co-leads for Supporter Engagement, Director of Finance and Operations and Head of People.

Mary's Meals is dedicated to fostering a culture which puts our deeply held values at the heart of everything we do.

We work to a remote-first model however we do have offices in Glasgow and London that operated on a hybrid basis for those who wish to use them. We want employees to feel they are nurtured, listened to, valued and involved; we value the unique contribution of everybody involved in our work so you will be encouraged to bring your true self to work everyday.

We offer a fair and transparent approach to our compensation package. Our compensation and benefits package includes, 34 days annual leave (inclusive of UK public holidays), 8% employers pension contribution, life assurance, payroll giving and option to purchase up to an additional five days annual leave.

Our employees' wellbeing is extremely important to us, therefore we offer various initiatives and benefits to support your overall wellbeing which include an Employee Assistance Programme, mental health first aiders, enhanced sickness pay, optical benefits and Cognitive behavioural therapy.

We strive to empower our employees, enabling them to carry out their role to the best of their ability by offering continuous learning and development initiatives which includes an annual training budget, inhouse learning management system and our own development programmes.

We respect and value the dignity of every individual and their family life. We understand the pressures of balancing home and work life therefore we offer a range of family friendly supportive policies.

You can learn more about our full benefits package by clicking [here](#).



“ I appreciate all the efforts made regarding looking after our wellbeing with the many initiatives that have been offered to us. ”

“ The staff, volunteers and supporters are so passionate, dedicated and inspiring. It is also really fulfilling to work as part of an organisation that is making real change where it is most needed. It is a privilege to be part of the mission, and I think that feeling is something that unites us. ”

“ Knowing that what we do really does make a difference to the lives of the young people who depend on Mary's Meals. ”

“ I've had fantastic opportunities for career development that have kept me learning and striving to do better work. ”

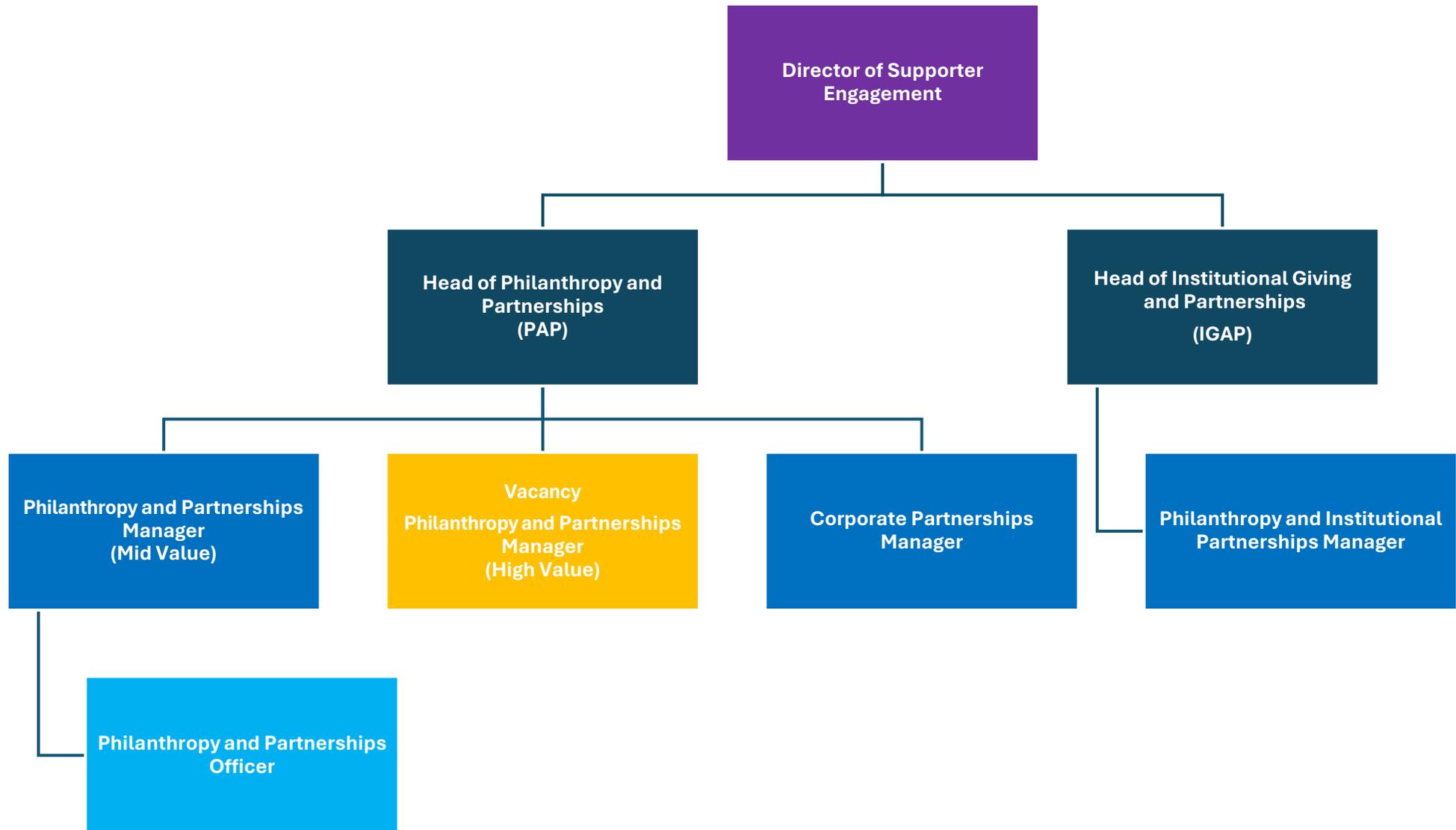
“ It's exciting to be part of an organisation that is growing so rapidly. ”

“ I love the flexibility offered and how I can be at home for school runs and for anything urgent - I love the respect shown to family life. ”

<b>Reports to:</b>	Head of Philanthropy and Partnerships
<b>Location:</b>	Home-based, but within commutable distance of London
<b>Salary:</b>	c. £36,674 - £43,061 per annum, plus London weighting where applicable
<b>Key relationships:</b>	<ul style="list-style-type: none"><li>• Executive Director</li><li>• Director of Supporter Engagement</li><li>• Head of Institutional Giving and Partnerships</li><li>• Head of Communications</li><li>• Head of Grassroots</li><li>• Supporter Engagement Managers</li><li>• Corporate Partnerships Manager</li><li>• Philanthropy and Partnerships Manager (Mid Value)</li><li>• Philanthropy and Partnerships Officer</li><li>• MMI Philanthropy team</li><li>• Operations team</li><li>• Affiliate staff &amp; volunteers</li></ul>



# Major Giving and Partnerships team structure



## Role overview:

The Philanthropy and Partnerships Manager (High-Value) will also work closely with the Head of Philanthropy and Partnerships to grow the organisation's High Value Giving portfolio. This will again require a proactive approach to new business development, leveraging networking events and strategic relationship-building to secure long-term, high-value philanthropic support.

The Philanthropy and Partnerships Manager (High-Value) will have a number of years' experience in developing and managing high-value relationships, combining exceptional relationship-building, research, and fundraising skills to drive growth. An ambitious self-starter, they will proactively identify and develop new opportunities while providing excellent relationship management to foster and expand supporter networks across the UK. With a talent for networking and an entrepreneurial approach to communication and influencing, they will align with our values and take the lead in developing this emerging funding area.

This role will deliver tangible results, supporting the sustainability and growth of our school feeding programmes. As a confident, informed, and engaging ambassador for Mary's Meals, they will inspire and enthuse new networks of supporters while stewarding existing relationships for long-term growth.

## Principal duties:

### Donor Advised Funds and High Value-Giving

- Support the Head of Philanthropy and Partnerships (PAP) to develop and implement the High Value Donor fundraising strategy.
- Build and steward relationships with Donor Advised Funds, both those we already receive funds from and others across the UK. These relationships will enthuse and encourage Donor Advised Funds to market Mary's Meals to their donors, resulting in significant gifts to Mary's Meals, long-term support, and mutually beneficial partnerships.
- Identify and secure partnerships with new Donor Advised Providers and Funders, developing warm trusting relationships and appropriate stewardship plans.
- Identify appropriate communication possibilities to communicate to our supporters about the possibility of giving through Donor Advised Funds such as through marketing emails or our website.
- Identify data needs for recording and managing Donor Advised Funds and donors on our CRM and Dashboard systems.
- Work closely with the Head of Philanthropy and Partnerships to expand the organisation's High Value giving portfolio by proactively identifying and securing new philanthropic opportunities.
- Manage relationships with existing High Net Worth Individuals (HNWIs), including those that give through non-cash assets such as shares or where there is potential to engage them through the prospect of DAF giving.
- Support the Head of Philanthropy and Partnerships to develop proposals and presentations to attract new innovative philanthropic opportunities.

- Work as part of a wider Philanthropy and Partnerships team providing support to other Philanthropy Managers in their respective areas and leveraging and maximising fundraising opportunities.
- Collaborate with colleagues across Major Giving and Partnerships (MGAP), Communications, Mary's Meals International and Data Insights teams to build appropriate supporter journey, communication and engagement opportunities for UK DAF and HNWI Engagement.

## Financial Management and Data Analysis

- Work with the Head of Philanthropy and Partnerships to set income and expenditure budgets for the team.
- Maintain accurate records, analysing financial and non-financial data to monitor and improve performance and mitigate risk.
- Produce reports as requested which measure the impact of key areas of work against pre-agreed goals – identifying strengths, weaknesses and areas for development.

## Relationship Management and Supporter Care

- Develop and manage appropriate processes and procedures to maintain and increase our level of supporter engagement.
- Develop effective and respectful working relationships with key internal and external stakeholders.

- Ensure the timely delivery of tailored stewardship plans to maximise income generation and awareness-raising.
- Act as an ambassador for Mary's Meals at public engagements and supporter events and, where necessary, deliver speeches or presentations to a wide range of audiences.
- Keep up to date and informed on our work, model and impact as well as international affairs in our programme countries so as to be an effective ambassador for Mary's Meals.

## General Duties

- Support the work of fellow Supporter Engagement team members.
- Participate fully in the day-to-day work of the organisation, taking a flexible approach to general administrative and support tasks.
- Travel throughout the UK as needed, working varying hours on occasion, including overnights if required.



## Essential:

- At least 3 years of relationship-driven high value fundraising and account management
- Ability to think strategically and manage a large and complex workload with good attention to detail
- Experience working proactively with an entrepreneurial approach to network building
- Experience of identifying and cultivating new business approaches so as to grow the high-value portfolio
- Demonstrable evidence of devising, leading and delivering on complex projects with multiple stakeholders
- Excellent written, telephone and in-person communication skills, including presentation skills and networking skills
- Diplomatic and tactful approach with an ability to communicate well with a broad range of people
- Excellent prioritisation and organisational skills
- A commitment to Mary's Meals vision, mission and values

## Desirable:

- Proficient use of CRM, including Salesforce





## How to apply for this role

To apply for the role of Philanthropy and Partnerships Manager based at Mary's Meals UK, please send a tailored CV and covering letter **or** 2-3 minute video to: [Jobs@marysmeals.org](mailto: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 Sunday 18<sup>th</sup> May 2025.**

**Interviews will be arranged on an ongoing basis.**

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.**

mary's  
meals

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Charity No. SC022140  
Company No. SC265941  
Tel: 0141 336 7094

**Dalmally office**  
Craig Lodge  
Dalmally, Argyll  
PA33 1AR

**Glasgow office**  
Unit 10-13 Claremont Centre  
39 Durham Street, Glasgow  
G41 1BS

**London office**  
13 Hippodrome Place  
Notting Hill, London  
W11 4SF



**“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**