

<b>Department:</b>	Growth
<b>Reporting to:</b>	Chief Growth Officer
<b>Contract type:</b>	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 Marketing strategy. Your work will involve developing strategies for MMI and our National Affiliates across the world to reach new audiences, create effective, tailored supporter journeys from initial contact to the conversion and experience of being a donor or key volunteer, growing income. To do this you will lead a high-performing team of experts in Brand & Campaigns, Digital Experience and Creative Services. The role of the Director of Brand & Marketing is to be both an expert in leveraging channels to grow the audience and income of Mary's Meals International and a service provider to the National Affiliates and other internal customers, to enable them to do the same. This involves leading a deep learning and knowledge culture and being a champion for change and improvement in how we use marketing to reach the next child waiting for Mary's Meals.

### **Key responsibilities & activities:**

#### **Strategic Leadership of Global Marketing**

- Work as a strategic partner, as part of the Growth Senior Leadership Team.
- Develop and deliver an annual global donor engagement and growth strategy that connects with the MM family and inspires the growth of our global movement.
- As part of the Growth SLT, work with the leaders of the organisation to create, deliver and monitor both annual operational plans and the rolling 3-year Global Strategic Plan.
- Hold responsibility for global brand development and integrity, ensuring the Mary's Meals brand remains relevant, inspiring and unique, and consistently but creatively applied across international markets.
- Identify the key Mary's Meals supporter personae, their characteristics, qualities and preferences, utilising data insights to build profiles that enable donor experiences to be tailored, replicated across markets and repeated / built upon.
- Lead and develop strategy for key marketing workstreams, such as the global websites and other digital platforms, global fundraising marketing campaigns (off and on-line), MM branded merchandise and collateral, videos and other creative assets, and strategic plans for segmented supporter journeys.

- Support the global MM family in the development of marketing capability, supporting others to understand their markets and tell their story and the stories of those we serve.
- Promote a culture of inclusivity and communications cohesiveness across the very diverse MM network.
- In coordination with the Communications directorate, ensure that story telling resources are being leveraged to create global campaigns that support Mary's Meals vision and mission.

## Audience Growth and Supporter Campaigns

- Oversee strategy and the creation of marketing campaigns fit for multiple channels, that are used both to attract new audiences and to grow current supporter value, enabling people everywhere to connect to the vision of Mary's Meals.
- Drive a culture of learning and continual improvement through the monitoring of campaigns and the sharing of results and recommendations with key internal stakeholders
- Oversee the delivery of a monthly dashboard with key drivers and analytics that show the effectiveness of the function, as well as the opportunities for improvement.
- Deliver strategic audience insight through data analysis, quantitative and qualitative research programmes and the effective aggregation and sharing of knowledge across national affiliates
- Support the Head of Digital Experience to lead a team that creates highly effective digital pathways to growth through data-led insights from our own analytics, as well as research from leaders in the digital marketing industry.
- Ensure we have the right marketing technology and channels available to support the growth of the movement.
- Actively seek out external trends and drive innovation at MM by creating new opportunities to grow our movement.
- Provide strategic recommendations to National Affiliates to leverage local campaigns or activities
- Lead on key external marketing relationships and pro bono marketing opportunities
- Oversee the global social media strategy as well as provide strategic support for the National Affiliates as they build their social channels.
- Oversee an ongoing training programme to guide National Affiliates on building effective strategies to convert supporters to donors, to transition new donors or single gift donors to monthly givers, to re-engage lapsed donors, and to engage with supporters based on a with a segment-led strategy.
- Work with the Head of Creative Services to ensure that clear brand guidelines are in place, and the people and technical resourced are adequate to deliver as a full service internal agency
- As part of the Donor Facing Emergency Response core group, provide recommendations and an actional plan for an emergency appeal when a humanitarian emergency occurs, ensuring that team processes are agile and effective in turning around emergency fundraising campaigns within 48 hours
- Create and champion processes and internal communications routes that harness the knowledge and experience of the global family in relation to Marketing to fast track growth of National Affiliates
- Support the Head of the Creative Services to enable them to act as a service provider for National Affiliates for marketing collateral, design requests, videos, and other creative pieces as requested to support their strategic plans.
- Accountability for the performance of the internal Creative Services function, in terms of meeting Service Level Agreements and the quality and performance of creative outputs.
- Ensure processes and mechanisms are in place in Creative Services delivery to ensure that resources match the requirements of internal clients, that data analysis and feedback loops are in place to ensure the team is planning their pipeline well ahead of delivery deadlines.
- Determine when external creative and technical agencies may be needed to support a new idea or campaign, and lead on procurement.

## Managing Teams

- Providing strategic direction and leadership to achieve the organisation's mission and goals.
- Oversee the development, implementation and monitoring of efficient and agile operational plans to get results.
- 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.
- Seek all opportunities for personal growth, reflection and development.

- Role-model Mary's Meals' values and leadership behaviours, acting with integrity, optimism and in the charities best interest, at all times.
- Work with a high degree of autonomy, subject matter expertise and technical competence.
- Work cross- organisationally to improve efficiency, decisively solve problems, innovate and work towards continuous improvement.
- Build and maintain effective relationships with internal and external stakeholders acting as an ambassador for Mary's Meals.
- Communicate concisely with clarity.
- Regularly represent your function at ELT and board meetings and at any internal and external forums with authority and credibility.

### 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.
- As part of your role, you may be required to travel to countries where Mary's Meals operates.
- Respond in an agile way to changes, challenges and opportunities as they arise, steering the team through challenges with clear responsibility and actively reducing stress experienced by colleagues.

### All MMI employees are expected to undertake the following general duties:

- Work within the framework of the Mary's Meals mission, vision and values.
- Work towards achieving department strategy, operational plans and objectives.
- Ensure familiarity with and adhere to all MMI policies and procedures.
- Undertake and apply learning from appropriate training and development programmes.
- Undertake travel to countries where Mary's Meals operates.
- Understand and uphold the standards outlined in the Global Safeguarding Policy, acting with due care and attention to safeguard anyone that comes into contact with our work.

### Essential skills & experience required for this role:

- Proven results of growing an organisation through marketing channels while working in coordination with interdependent functions to drive growth.
- Proven experience of developing and implementing innovative Marketing strategies, processes and projects and translating these into action.
- Experience in growing global audiences through the use of multiple channels.
- Excellent understanding of fundraising and developing supporter-based relationship marketing.
- Excellent understanding of marketing in a multi-territory environment, with experience in adapting international campaigns to international markets, sensitive to diverse linguistic and cultural characteristics.
- Experience of leading and managing large, high-performance teams with diverse skillsets, in a remote context.
- Experience of leading successful projects in a global environment.
- Exemplary communication, mentoring and coaching skills.
- Experience of managing brand positioning and development for an organisation.
- Leadership experience in the field of user interface experience and in the recommendation and implementation of new marketing technology products.
- Experience managing large staff and non-staff budgets and financial scenario planning.
- A pragmatic person with the ability to work at all levels to ensure engagement translates into key deliverables.
- 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.
- Working knowledge of Salesforce/CRM technology.
- Knowledge of an additional European language would be beneficial.

**Qualifications:**

- Relevant degree or equivalent qualification or professional experience.

**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 MAP process.

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