

**Audience Growth Officer**

**Function/Team:** Growth

**Reporting to:** Audience Growth Lead

**Contract type:** 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:**

The Audience Growth Officer will play a key supporting role in expanding the global reach of Mary’s Meals by helping to implement grassroots engagement activities. The role will focus on connecting with new audiences, initially young people and members of faith-based communities, through targeted initiatives and event coordination. Working closely with the Audience Growth team, you will help deliver campaigns and initiatives that attract new supporters and volunteers for our National Affiliates.

This is a hands-on, collaborative role that involves working with internal MMI teams and our National Affiliates to support the smooth delivery of engagement activities and campaigns, while also helping to track progress and learn from results.

**Key responsibilities & activities:**

* Support the delivery of grassroots engagement strategies focused on youth, volunteers, and the global faith-based network.
* Regular engagement with Global Youth Ambassadors to provide relationship management and support program delivery.
* Assist in planning and coordinating initiatives, independently lead projects, events, and campaigns that help raise awareness of Mary’s Meals and attract new supporters.
* Collaborate with the Medjugorje Lead to support implementation of the annual Medjugorje Strategy, including outreach, logistics, and follow-up activities.
* Help identify and prepare for participation in key global faith-based events, in collaboration with National Affiliates and International Fundraising Groups (IFGs).
* Assist in the coordination of Mary’s Meals presence at global events, ensuring materials and messaging are aligned and impactful.
* Support cross functional initiatives and roll-out of new initiatives.
* Conduct research to inform strategic decisions around the network strategy and broader volunteer engagement efforts.
* Support communication and collaboration across teams to ensure grassroots activities align with broader audience growth and engagement goals.
* Develop and maintain high quality resources and update records of contacts, event outcomes, and supporter engagement in relevant systems or trackers.
* Collect feedback and basic data from events and initiatives to support measurement of success and continuous improvement.
* Assist in preparing summaries, reports, or presentations on grassroots engagement activities as requested.
* Work closely with the Volunteer Engagement Manager to support the delivery of youth-focused initiatives, including the Global Youth Engagement Strategy and the Youth Ambassador programme.
* Promote collaboration and knowledge sharing across the global movement to help grow and strengthen our supporter base.

**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.
* You may be required to travel to countries where Mary’s Meals operates.
* Understand and uphold the standards outlined in MMI’s 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:**

* Previous experience working in youth engagement and grassroots fundraising, ideally from within the charity sector.
* Proven experience of volunteer engagement and coordination.
* Experienced in event and project management.
* Strong commitment to Mary’s Meals vision, mission and values.
* Excellent communication skills, both written and verbal.
* Excellent organisational and analytical skills.
* Ability to clearly identify stakeholders and their priorities
* Enthusiastic, self-motivated and driven to deliver results
* Solutions orientated with the ability to manage deadlines effectively.
* Ability to express ideas in easily understood documents, highlighting key points and messages
* Cultural sensitivity with an ability to work well with a wide range of people.

**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 MAP process.