



Supporter Marketing Manager

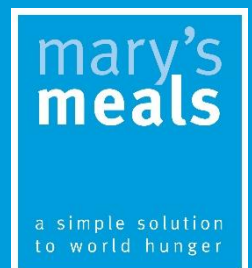
Remote working from anywhere in the UK

Mary's Meals UK

November 2025



Recruitment pack
Supporter Marketing Manager



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 Marketing Manager 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 3 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 Supporter Marketing Manager generates long-term UK support for Mary's Meals' school meals programme through consistently excellent supporter marketing that makes people feel valued and fully informed about the impact of their generosity.

This role builds lasting supporter relationships through key points of marketing engagement including delivering email and direct mail communications. Working with Supporter Engagement colleagues to create engaging supporter journeys and drive income growth is an essential part of the role, as is ensuring that our values led approach remains central.

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 script is fluid and cursive.

Marie Doyle
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 3 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.

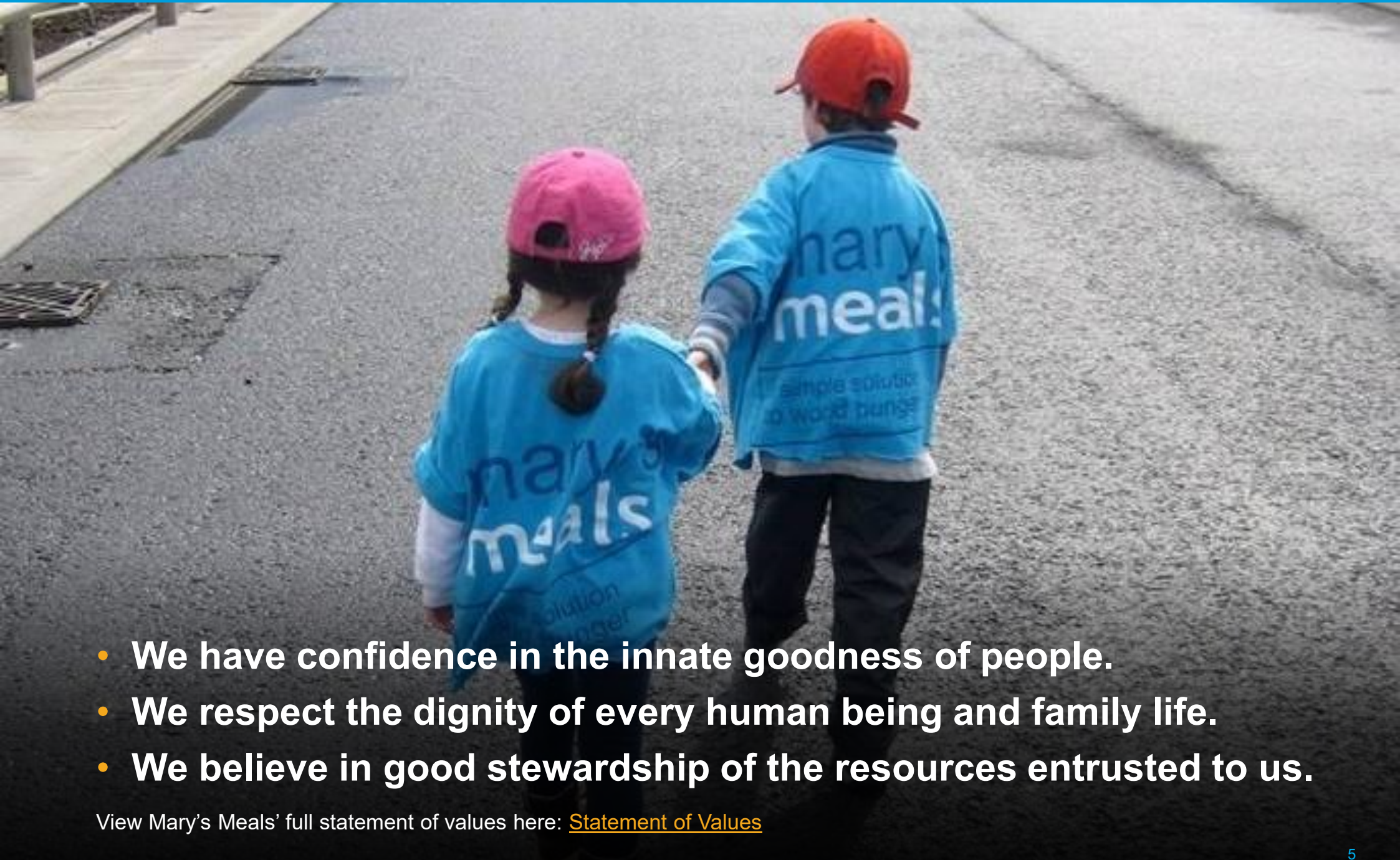
Having been inspired, in part, by our founder's Catholic faith, this work is named in honour of Mary, the mother of Jesus, who brought up her own child in poverty. We consist of, respect and reach out to people of all faiths and none.



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](#).



What our employees have to say

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

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

“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.”

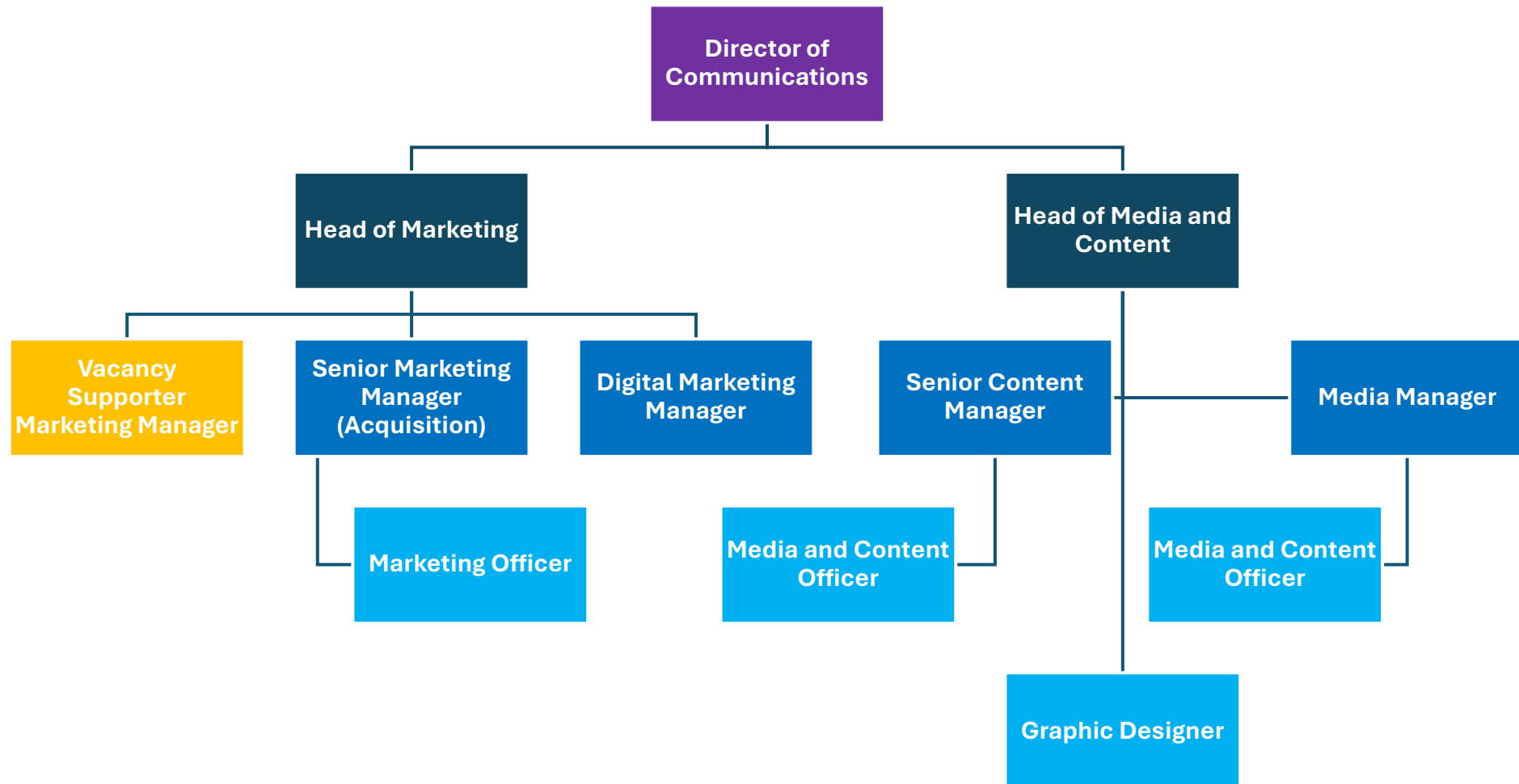
“It's exciting to be part of an organisation that is growing so rapidly.”

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

“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.”

Reports to:	Head of Marketing
Location:	Home working from anywhere in the UK
Salary:	c. £36,674 - £43,061 per annum, plus London weighting where applicable
Key relationships:	• Media and Content team • Wider Marketing team • Supporter Engagement teams • Data Insights team • Operations team • Mary's Meals International teams • Marketing officer • Communication volunteers • External agencies and freelancers





Role overview:

The Supporter Marketing Manager works side-by-side with colleagues from the Media and Content, and wider Marketing team ensuring a joined-up approach to all communications activities, through the integration of strong storytelling, marketing expertise and supporter engagement.

Principal duties:

- Ensure Mary's Meals' mission remains central to all Supporter Marketing work.
- Develop and implement Mary's Meals' Supporter Marketing strategy in the UK, with a core emphasis on KPIs linked to supporter income and retention.
- Work side-by-side with other Communications colleagues to ensure an integrated and joined up approach to supporter retention and ensure branding, messaging and style is consistent.
- Collaborate with Supporter Engagement colleagues to build data led supporter journeys tailored by donor type, channel, and behaviour – inspiring greater numbers of supporters to engage deeply with our mission.
- Manage the growth of our email marketing activity, including producing and sending email campaigns via Dotdigital.
- Manage the development of our direct mail programme in line with our ambitions for growth, including production of mail packs.
- Work closely with the Supporter Care team to track supporter feedback and insights.
- Implement a programme of testing, learning, and innovation to ensure continued relevance and sector-leading performance in Supporter Marketing.
- Oversee the sourcing of content for Supporter Marketing activities including freelance copywriting and design, and stories, design and copywriting from the Content team.
- Effectively segment key communications using audience and data insights.
- Evaluate and measure the success of Supporter Marketing activities through ongoing analysis and reporting, ensuring our work is driving greater support with existing audiences.
- Develop ongoing expertise by tracking and analysing relevant data (internally and externally), to identify key trends, opportunities and areas for development within the Supporter Marketing space.
- Maximise the impact of digital technologies including Dotdigital, working alongside colleagues in Data Insights and Operations to ensure success.
- Ensure all activities adhere to fundraising regulations and best practice.
- Contribute to daily oversight of organic social media channels.
- Liaise with colleagues in MMI on global campaigns and other opportunities.
- Contribute to flagship fundraising and awareness raising campaigns alongside wider organisation teams.
- Direct line management of Officers and volunteers as required.

Essential:

- Marketing manager with a proven track record in inspiring support through Individual Giving or Direct Marketing programmes.
- Experience in building tailored journeys for key audiences utilising data and audience insights.
- Experience of working with email CRM software (Dotdigital or similar).
- Experience of working with copywriters and designers.
- Evidence of delivering marketing across direct mail, and email including production of mail packs and email campaigns.
- Evidence of delivering innovative ideas, with a passion for keeping abreast of marketing trends and opportunities.
- Evidence of working with printers and suppliers to manage print production to deadline, including taking a resourceful approach to ensure materials are produced cost effectively.
- Evidence of successfully implementing test and learn programmes.
- Skilled in managing data lists and segmentation rules for complex communication strategies.
- Able to develop creative and engaging ideas from conceptual stage to evaluation.
- Proven ability to manage, develop and empower diverse teams
- Skilled at building internal relationships, working with colleagues across multiple teams and priority areas.
- Passion for marketing that drives engagement and growth.
- Excellent organisational, time and project management skills, accuracy and attention to detail.

Desirable:

- Experience of working in the charity sector.
- Understanding of other marketing disciplines such as acquisition marketing and PR.
- Evidence of delivering marketing campaigns using telephone.
- Evidence of effectively managing budgets.
- Knowledge of the print process including paper stock, print techniques and general print production.





How to apply for this role

To apply for the role of Supporter Marketing Manager 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 Sunday 23rd November.

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.



“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