



mary's
meals

a simple solution
to world hunger

Recruitment pack for:
Website and Marketing
Manager

**Remote working from
anywhere in the UK**

Mary's Meals UK

May 2026



We're an
**Age-friendly
Employer**

**WE SHOW
THE SALARY
EMPLOYER**



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Thank you so much for your interest in joining the Mary's Meals family. As you consider making an application for the role of Website and 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 three 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 78 million children of primary school age out of school around the world, our work has never been more important.

The role leads the optimisation and performance of the Mary's Meals UK website – ensuring it is user-friendly, accessible, on-brand, and supports our organisational fundraising objectives. The role will oversee the day-to-day front-end management of the UK website, working with our content team to make sure we have quality storytelling content that converts.

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
Executive Director, Mary's Meals UK

Reports to:	Head of Acquisition Marketing
Location:	Home working from anywhere in the UK
Salary:	c. £37,775 - £44,353 per annum FTE, 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



Role Overview:

This is a fast paced and hands on role for someone who loves to collaborate, problem solve and proactively drive growth while keeping focused on our mission to feed hungry children.

The Website and Marketing Manager drives online growth through the development and implementation of a dynamic website strategy, designed to attract new supporters and generate income for Mary's Meals' school meals programme.

The role leads the optimisation and performance of the Mary's Meals UK website – ensuring it is user-friendly, accessible, on-brand, and supports our organisational fundraising objectives. The role will oversee the day-to-day front-end management of the UK website, working with our content team to make sure we have quality storytelling content that converts. The Manager also collaborates with internal stakeholders to develop our digital donation platform, helping to refine the donation journey and user experience to improve conversion rates. The role will also manage our online shop growing the revenue from this channel.

The Website and Marketing Manager will lead on the technical and content SEO/GEO strategy, working with cross organisational teams and Mary's Meals International to achieve significant growth in traffic to our website.

Ensuring that our values led approach remains central is essential as is harnessing technology and good fundraising practice.

Working in the Acquisition Marketing team, this is a collaborative role working side-by-side with colleagues from across the Supporter Experience and Communications directorate, ensuring a joined-up approach to all communications activities, through the integration of strong storytelling and marketing expertise, robust supporter journeys will be created, ensuring they are effective at bringing in new donors.

The role will also work closely with our Data Intelligence and CRM team, as a key stakeholder in the technical development of the website, to help deliver data driven decision making which will help grow the Mary's Meals movement.

Principal Duties:

General

- Ensure Mary's Meals' mission remains central to all Acquisition Marketing work.
- Work in ways which embody the team's culture of empowerment, innovation and collaboration and in line with Mary's Meals' values.
- Manage officers and volunteers as required.
- Manage agencies and freelancers as required.
- Ensure activities follow fundraising and data regulations, and marketing best practice.
- Contribute to the development and implementation of fundraising and awareness raising campaigns that build support for our vision, including being part of cross-organisation project groups.

Website and CMS Management

- Maintain and manage all front-end aspects of the website using our CMS (Drupal).
- Edit and publish content, ensuring it is accessible and meets brand guidelines.
- Own the website content calendar, collaborating with internal teams and ensuring updates are timely and engaging.
- Liaise with Mary's Meals International or agencies for more complex site updates and issue resolution.
- Monitor and maintain web governance, including accessibility (WCAG), GDPR compliance, and cookie management.

Website Optimisation and Performance

- Set clear KPIs for all website performance, evaluating and identifying key activities.
- Develop and execute a dynamic and effective SEO and GEO strategy ensuring the website cuts through a competitive external environment to inspire more people to give.
- Work with the Creative Communications team on agreed content and copywriting requirements for acquisition marketing activities.
- Continuously improve UX and conversion journeys through content layout, A/B testing and CRO tactics.
- Work with internal teams to optimise landing pages for campaigns, SEO/GEO and donation journeys.
- Monitor and report on site speed, mobile performance, and technical issues using tools like Google Search Console, Screaming Frog, and Page Speed Insights.
- Work across teams to ensure that the website plays a pivotal role in supporter journeys, making sure marketing activity is joined up and the website is an effective engagement and income generating tool.
- Proactively identify digital trends and new strategies, which can be implemented on our own website in accordance with best practice.
- Work with our Data Intelligence and CRM team as the Marketing representative in website development cross organisational groups.

Principal Duties:

SEO/GEO (Technical & Content)

- Conduct regular SEO audits and implement improvements (crawl errors, indexation, canonicalization, meta data, schema markup, etc.) and proactively monitor external trends, implementing new ideas to create growth.
- Work with content creators to ensure pages and blog posts are optimised for search intent, keywords and structure.
- Lead on keyword tracking, competitor benchmarking and backlink performance.
- Collaborate on link-building strategies and monitor organic growth.
- Provide training and guidance for other teams working on content including ensuring that media coverage contains links.

Analytics and Reporting

- Work with our Data Intelligence and CRM team to track and report on key income metrics using GA4, Power BI, GTM, and UTM tagging, with a focus on website income, number of donations, website traffic, organic search and webpage conversion rates.
- Analyse data to identify trends, optimise webpages, and deliver insights to inform wider marketing activity.
- Test and refine messaging and landing pages through A/B and multivariate testing.
- Work with our international team and help manage GA4 and Google Tag Manager set-up to ensure meaningful tracking across key supporter actions.
- Produce reports on website traffic, SEO/GEO performance, user journeys and KPIs.
- Make actionable recommendations based on data to improve site effectiveness.

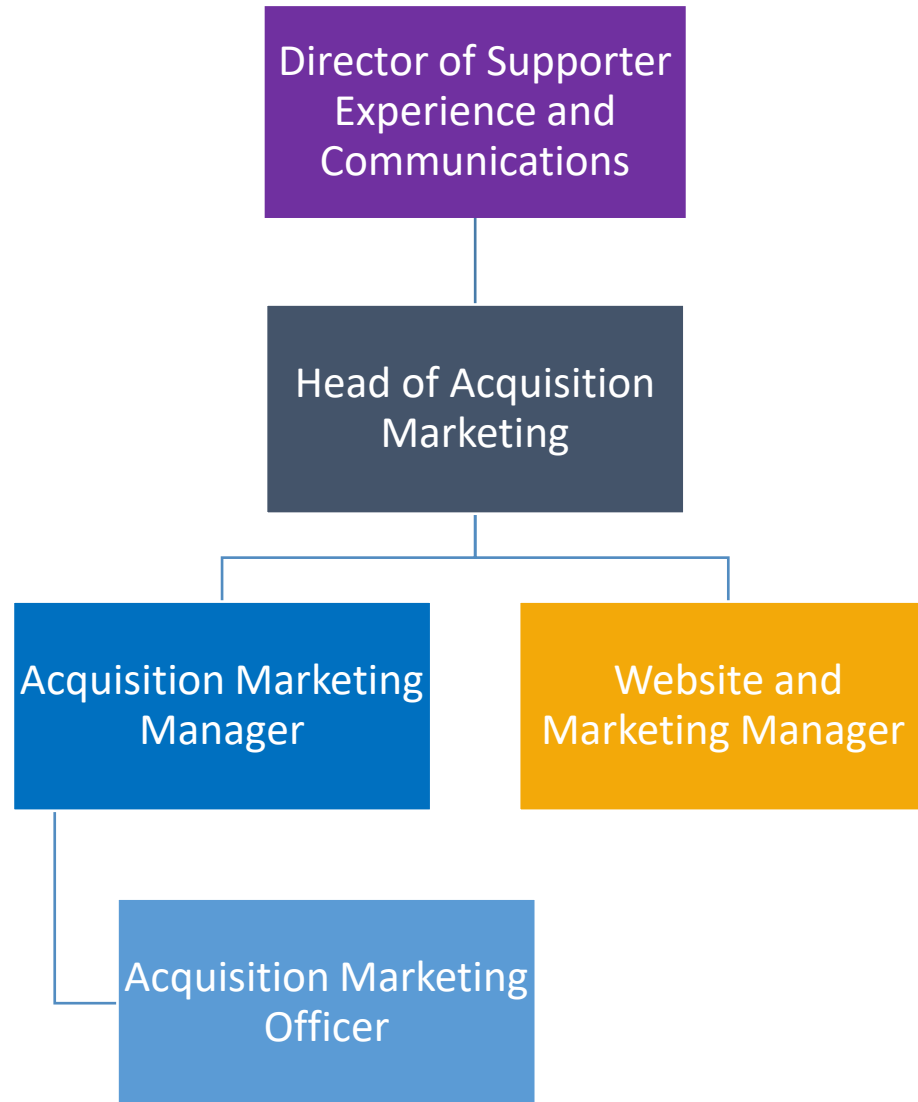
Essential Criteria:

- Proven expertise managing and optimising complex websites, ideally using Drupal or similar CMS platforms.
- Excellent project management and organisational skills with the ability to manage multiple projects at once.
- Strong understanding of technical and content SEO and GEO, including audits, keyword optimisation, metadata, and schema markup.
- Skilled at interpreting performance data and translating insights into actionable website and campaign improvements.
- Skilled at creating and interpreting performance reports, analysing user journeys, and making data-led decisions.
- Proven ability to deliver measurable conversion improvements across websites.
- Proficiency with Google Analytics 4 (GA4), Google Tag Manager, and implementing tracking strategies.
- Confident managing budgets, forecasting spend and ensuring cost-effective delivery whilst optimising for revenue generation.
- Strong understanding of marketing regulations, such as GDPR and data protection.
- Understanding of UX principles, accessibility standards (WCAG), and GDPR compliance in web management.
- Experience in managing or optimising donation platforms and online giving journeys.
- A proactive, test-and-learn mindset with a commitment to continuous improvement and innovation.
- Be an innovative thinker, proactively identifying digital trends and new marketing strategies, which can be implemented on our own website in accordance with best practice.
- Passion for working in a values-centred charity that deeply values every supporter.

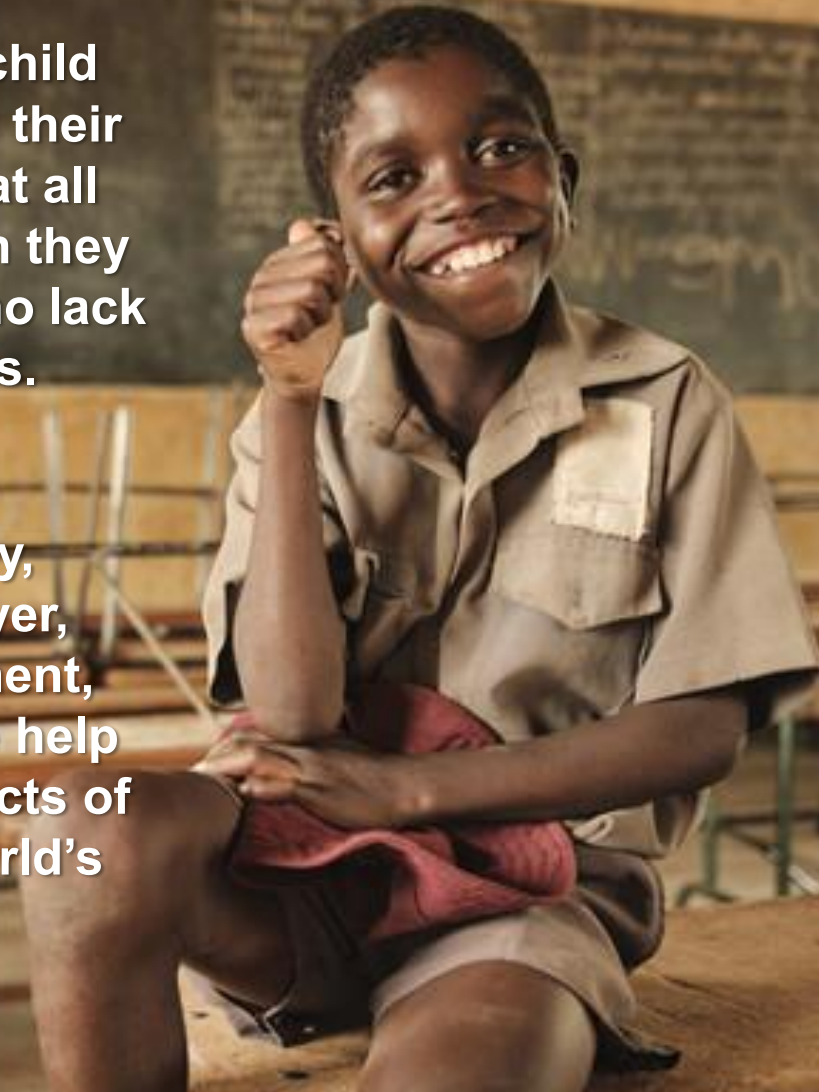
Desirable criteria:

- Familiarity with conversion rate optimisation (CRO) and landing page testing tools.
- Understanding of supporter journeys and how acquisition activity feeds into retention.
- Experience using tools like Google Search Console, SEMrush.
- Experience in Paid Search, managing and executing campaigns.
- Understanding of other marketing disciplines such as Supporter Marketing and PR.





- **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 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 three 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 | The global Mary's Meals family

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 Independent Affiliate
	Spain Independent Affiliate		Switzerland Independent Affiliate		United Kingdom Independent Affiliate		United States Independent Affiliate

	Mary's Meals International (MMI)
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Programme Affiliates

	Malawi Subsidiary of MMI		Zambia Subsidiary of MMI
	Liberia Branch 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 Médaille 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 Grandi Dignement, Feedback Madagascar, Money For Madagascar		Malawi Missionary Community of Saint Paul the Apostle, Tafika		Mozambique Mozambique School Lunch Initiative
	South Sudan Mary Help Association		Syria Dorcas		Yemen Yemen Aid		Zimbabwe Mavambo Orphan Care, ORAP		

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.



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 Website and 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, and 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

Applications will be reviewed on an ongoing basis and interviews arranged accordingly.

Applications will close at 5pm on Wednesday 10th June.

We reserve the right to close this vacancy early if we receive sufficient applications for the role. 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.

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

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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