



mary's
meals

a simple solution
to world hunger

Recruitment pack for:
Head of Communications
Mary's Meals UK
December 2018

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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 head of communications 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 1,361,586 children across 17 '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.



But none of this would be possible without the incredible generosity of our supporters all over the world, who give freely of their time, money, skills and prayer. In Malawi alone, we have 80,000 volunteers who rise early each day to cook and serve Mary's Meals to their children.

And, across Mary's Meals' dozen or so 'national affiliate' countries, in which we raise awareness and funds for our work (including the UK, USA, Austria, Germany, Ireland, Croatia and Canada) thousands of people amaze and inspire us every day with their 'little acts of love', spreading the word about Mary's Meals in their local communities and raising money to feed more children.

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.

We do this while working very closely and collaboratively with our colleagues at Mary's Meals International, the organisation which co-ordinates the global movement and directly manages our school feeding programmes.

The head of communications is a vital role for Mary's Meals as we continue to develop and grow our grassroots support base across the UK. The role is responsible for sharing compelling and uplifting stories, of the children who eat Mary's Meals and the supporters who make this possible, with a wide range of external audiences including the UK media. With a new media strategy in place for 2019, the head of communications has an exciting remit for the year ahead.

With 61 million children out of school around the world and a further 66 million attending school so hungry they're not able to concentrate and learn, our work is only just beginning. 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.



Daniel Adams
Executive Director, Mary's Meals UK

- **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: <http://bit.ly/2oRy99Y>

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, 16 years later, we feed 1,361,586 hungry children every school day across four continents. The average worldwide cost for us to feed a child for a whole school year is just £13.90.

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 and to ensure that at least 93% of donations goes directly on our charitable activities. 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, in more than 17 countries 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 Network

National Affiliates

	Australia Independent Affiliate		Austria Independent Affiliate		Belgium 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		Netherlands 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

	Kenya Branch of MMI		Liberia Branch of MMI
	Malawi Subsidiary of MMI		Zambia Subsidiary of MMI

International Fundraising Groups

	Denmark Group		Poland Group
	Portugal Group		Slovenia Group
	UAE Group		

Programme Partners

	Benin Soeurs de Marie de la Médaille Miraculeuse		Ecuador Fundación Cristo Misionero Orante		Ethiopia Daughters of Charity Tigray		Haiti Hands Together, Caritas Hinche and Summits Education
	India BREAD		Kenya Caritas Lodwar		Lebanon Dorcas		Madagascar Grandir Dignement
	Myanmar Episcopal Commission for Education		Romania Rhema Foundation		South Sudan Diocese of Rumbek		Syria Dorcas
	Thailand Living Water Centre		Uganda Emmaus Foundation				

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.



About Mary's Meals UK

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 in the UK.

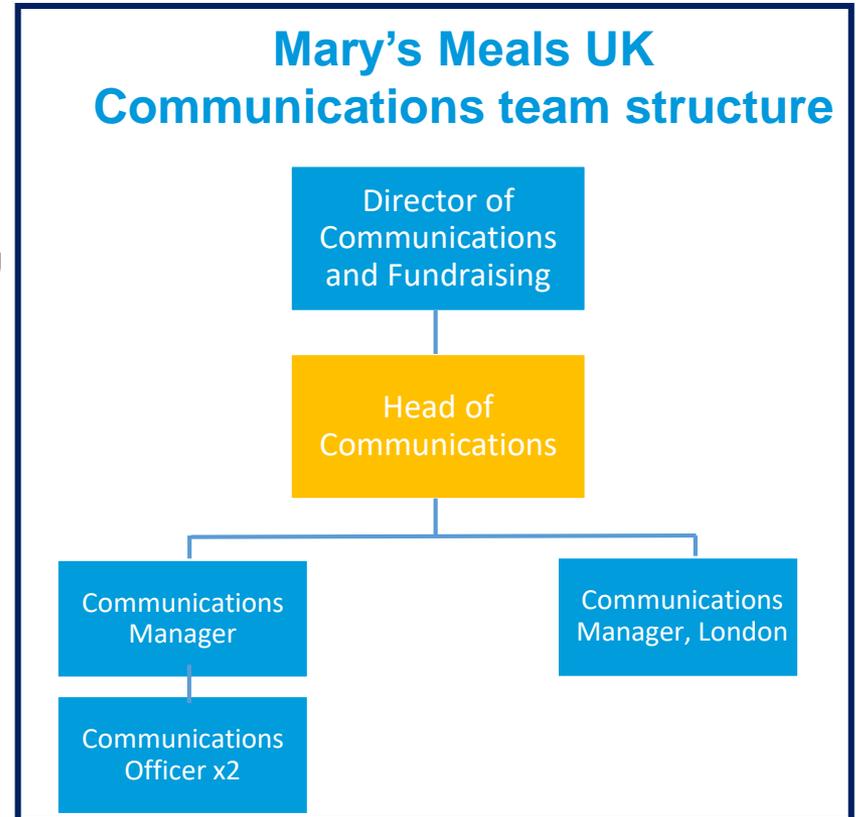
This new organisation assumed responsibility for directly delivering our programmes and for coordinating the growing number of Mary's Meals organisations around the world, aimed at either awareness-raising or programme delivery.

This structural change saw Mary's Meals UK become the global movement's largest fundraising organisation and enabled it to focus even more passionately on its mission to tell our story across Scotland, England, Northern Ireland and Wales, and empower more people to help us reach the next hungry child by offering their money, goods, skills, time or prayer.

Today, Mary's Meals UK raises awareness and funds under the direction of the Executive Director, and through the passion, commitment and dedication of our volunteers and staff, led by the Director of Communications and Fundraising, Director of Finance and Operations, and Director of Development (London). The organisation currently has offices in Glasgow (which it shares with Mary's Meals International), Dalmally, Leeds and London.



- Role title:** Head of Communications
- Location:** Glasgow
- Contract:** Full-time, permanent
- Salary:** c. 42,375 per annum
- Benefits:** Flexible working, 34 days' annual leave (including public holidays), and a non-contributory pension with employer contributions of 7.5%. For more information on what we offer, please visit: <http://bit.ly/2F9IVIQ>
- Reports to:** Director of Communications & Fundraising
- Direct reports:** Communications Manager
Communications Manager, London
- Key relationships:** MMUK:
- Executive Director
 - MMUK Board & leadership team
 - Wider UK team and volunteers
 - Head of Fundraising
 - Head of Operations
 - Head of Finance
- MMI:
- Affiliate staff and volunteers



Role overview

To create broad awareness and support for Mary's Meals through inspiring storytelling and engagement across multiple communications channels, with a strong emphasis on driving forward our UK media strategy.

Responsible for managing the communications team, which may also include volunteers.

Reporting to the director of communications and fundraising, you will be comfortable working at a senior level to achieve success and will be experienced at managing relationships at all levels. The head of communications will work side-by-side with the head of fundraising to ensure an integrated approach to all communications and fundraising activities.

Key responsibilities

- Develop and implement Mary's Meals' communications strategy in the UK, as aligned to the global strategy.
- Managing the UK communications schedule of regular supporter communications including direct mail, email marketing, annual magazine and online content.
- Directly line managing the communications managers, monitoring and evaluating their activities and providing support with staff development.
- Managing the consistent implementation of Mary's Meals values, brand, key messages and style guide in all UK communications activities.
- Project managing and implementing media campaigns in close collaboration with the global communications team, where necessary.
- Developing and implementing engaging communication activities with existing supporters and identifying creative ways to reach out to new audiences.
- Working closely with the UK fundraising team to ensure consistency of Mary's Meals messages and materials and producing fundraising resources.
- Proactively identifying opportunities to raise awareness of Mary's Meals across all media, including press, broadcast and specialist titles in line with the UK media strategy.
- Developing and maintaining excellent working relations with media and communication partners including arranging media interviews and managing overseas visits to project countries when required.
- Supporting and identifying media partnership or annual appeal opportunities to help raise awareness of Mary's Meals' mission.
- Working flexibly and responding effectively to any reactive media enquiries or unplanned situations including responding to media enquiries out of hours when necessary.
- Overseeing/approving the production of all UK content including media releases/statements, and video and features material.
- Leading on copywriting and production of publications for the UK supporter base.
- Developing and implementing digital engagement plans to reach UK supporters online.
- Leading on the management of the UK website, ensuring content is up to date and relevant
- Developing and managing processes to ensure that all communications activity is effectively managed and delivered to deadline.

Qualifications

- Degree level education in a relevant discipline or equivalent professional experience

Experience

- At least five years' experience working within a senior PR/Communications role
- Proven ability and experience of managing and developing the capabilities of driven, bright and diverse teams
- Track record of developing and implementing effective communication strategies and activity plans
- Experience of working in a fast-paced communications environment
- Sound experience, and willingness to, work 'hands on' as part of a small team, in a supportive, flexible and friendly manner
- Experienced in media relations and nurturing media contacts
- Proven and demonstrable experience of editing and producing publications
- Experience of working with digital communications channels including websites, social media channels and email marketing

Skills

- A practical and pragmatic person able to exercise initiative and sound judgement
- Excellent written and verbal communication skills, including a demonstrated ability to write engaging, clear and concise copy
- Ability to manage a complex workload and juggle multiple priorities, ensuring deadlines are met
- A credible and reliable person who can influence or persuade at all levels
- A keen eye for accuracy and detail
- Strong organisational, planning and project management skills
- Organised self-starter with the ability to work to minimal supervision and able and willing to refer or consult when necessary
- Ability to demonstrate knowledge of a broad range of communication activities – media, websites, publications, social media, email communication etc
- Resilient, flexible and self-motivated
- Good demonstrable understanding of the charity sector
- Ability to demonstrate creativity, initiate ideas and bring them to fruition
- Excellent writing skills
- Computer literate with good MS office skills
- Excellent interpersonal skills including the ability to liaise at all levels within the organisation and externally
- Detailed knowledge of briefing photographers, printers, designers and other suppliers

Managers at Mary's Meals 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 always 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 Head of Communications at Mary's Meals UK, please send a tailored CV and covering letter to: jobs@marysmeals.org

Your covering letter should make a compelling case for why you feel motivated to work for Mary's Meals UK in this role, as well as giving a concise overview of your most relevant skills and experience, and should fill no more than two pages of A4.

Recruitment timescales

Closing date for applications:
14 January 2018

Please note: A second interview stage may be required.



“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