



mary's
meals

a simple solution
to world hunger

Recruitment pack for:

Director of Communications

Mary's Meals International



Livingston James

mary's
meals

Recruitment pack contents

Welcome from our CEO	3
Our vision, mission and values	4
About the Mary's Meals movement	6
The role	8
Candidate profile	12
Recruitment process	16



Welcome from our CEO



Thank you for your interest in the role of Director of Communications. I hope you will find this pack informative and useful in supporting your decision to apply to join our team of staff, which exists to serve a global movement of people who are united around a simple mission; the provision of a daily meal in a place of education for the world's poorest children.

This meal, cooked and served by local volunteers, meets the immediate need of the hungry child and, at the same time, plays a key role in encouraging them into the classroom where they gain an education that can set them free from poverty. Today we serve over 1.5 million children each school day in 18 of the world's poorest countries. This global movement of ours is achieving something wonderful, each meal served is the product of a series of lots of 'little acts of love' carried out by people across many countries who freely give their time, money, skills or prayers and it is through that, that our movement grows.

Our work is named after Mary, the mother of Jesus, and our values and culture are rooted in and shaped by a Christian spirituality. We feel that the way we do things is as important as the end results. Ours is also a universal mission involving people of all faiths and none across the world. Everyone is invited to join and provide their own unique contribution to this work.

This role of Director of Communications is crucial to the growth of our movement and will have ultimate responsibility for the development and implementation of our global communications strategy, including the development of innovative ways to reach new audiences, inspiring them and our extensive, global Mary's Meals network to take action in support of our mission.

With 64 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 and with it, the lives of thousands of children across the world?

Good luck with your application!

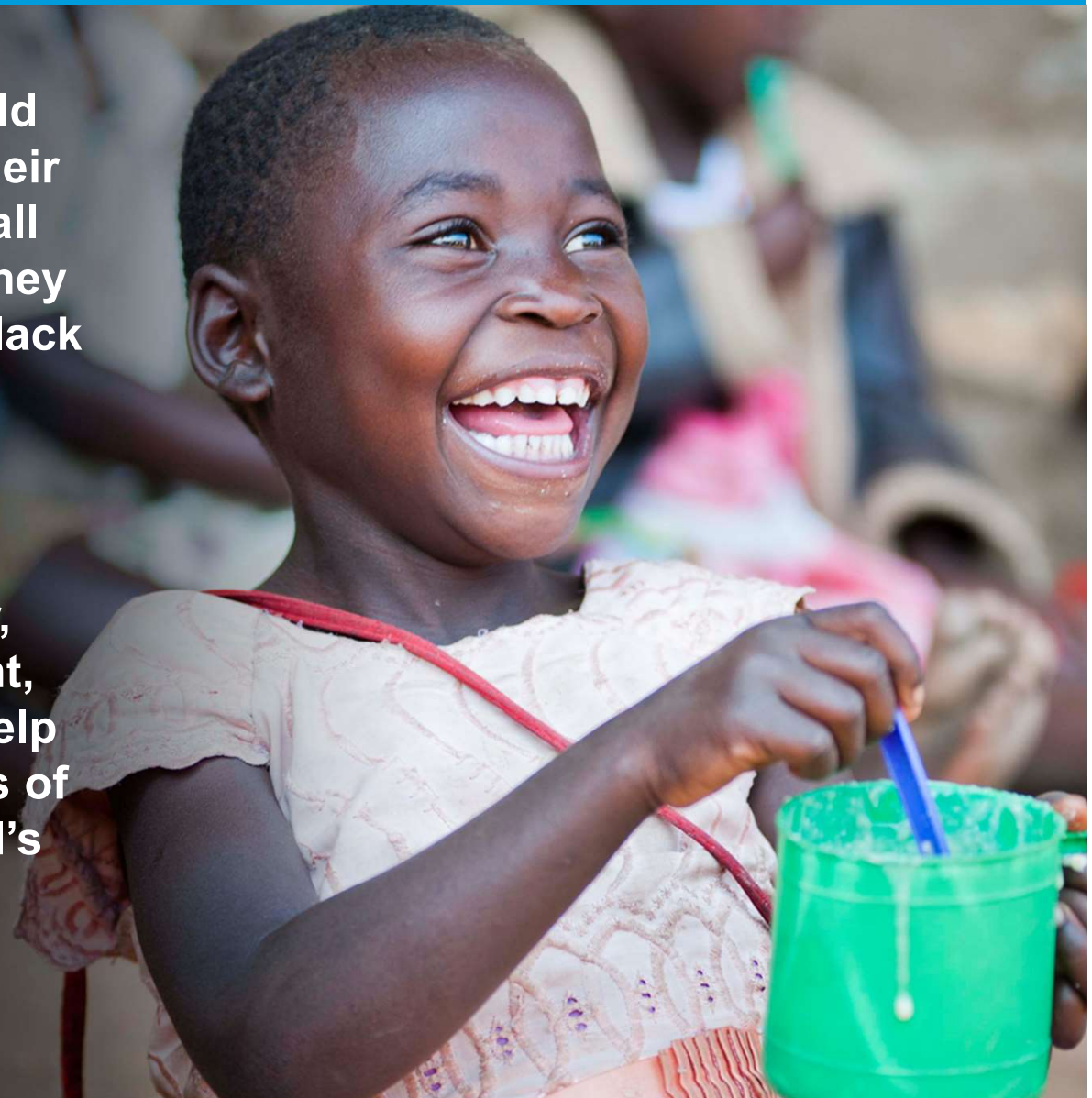
A handwritten signature in dark ink, appearing to read "mg", written over a light blue background.

Magnus MacFarlane-Barrow
CEO



Our vision and mission

- **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.



Our values

mary's
meals



- 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>

About the Mary's Meals movement

This mission was born unexpectedly in 1992, when the MacFarlane-Barrow family, from their home (Craig Lodge Family House of Prayer) in Argyll, Scotland, launched a little appeal to help the people of Bosnia-Herzegovina, who were suffering because of the war there. An outpouring of incredible generosity in response to that first appeal meant that what was supposed to have been a 'one-off' delivery of aid grew into an organisation called Scottish International Relief which over the next 10 years supported various projects aimed at helping the poorest of the poor in several countries.

The Mary's Meals campaign was born in 2002 when Magnus MacFarlane-Barrow visited Malawi during an emergency response to a hunger crisis there 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."

This encounter was one of the key inspirations that led to the birth of Mary's Meals recognising that millions of others like Edward were missing their education because of hunger. We came to believe that a daily school meal could help break this cycle of poverty and began to set up community owned school feeding programmes. This initiative soon became the sole focus of the organisation's work and began to grow rapidly around the world. In 2012, Scottish International Relief officially changed its name to Mary's Meals.

"The repeated generosity and passion of supporters is amazing, and to have the opportunity and responsibility to work with them to ensure their loving support is best utilised is really a pleasure. Knowing that their generosity will benefit the children Mary's Meals is privileged to serve is a tremendous joy."

Mary's Meals colleague



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)
---	---















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				

The role

Role title: Director of Communications

Location: Glasgow (open to relocation requests)

Salary: £51,953 - £55,962.
We seek to ensure as much money as possible goes directly towards feeding children, and for this reason, we have established compensation bands across the organisation.

Benefits: Flexible working hours, remote working options and many of our staff work flexibly in many different ways, including part-time
34 days' annual leave (including public holidays) + an additional day each year to 39 days and the option to buy 5 more days
Life assurance
Non-contributory pension with employer contributions of 8%
Free parking

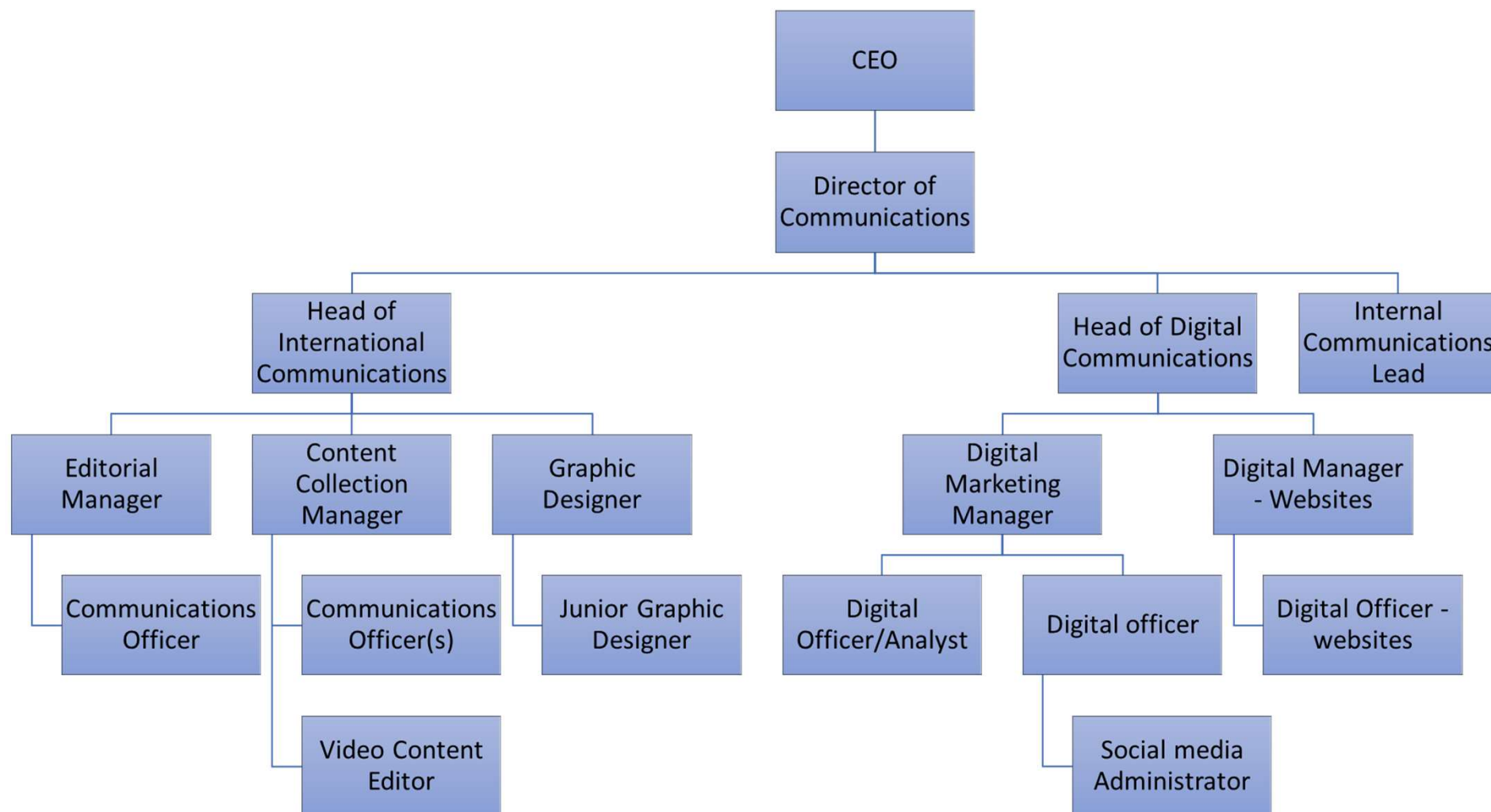
Reports to: CEO

Key relationships: **Direct Reports:** Head of International Comms, Head of Digital and Internal Comms Lead

Internal / External:
Senior Leadership Team
Programme Affiliate Country Directors
National Affiliate Executive Directors
National Affiliate Boards



Communications team structure



Role Overview

The Director of Communications has full responsibility for the development and implementation of our global communications strategy. You will identify innovative ways to reach new audiences, inspiring them and our extensive, global Mary's Meals network to take action in support of our mission. You will ensure our communications bring to life our dearly held organisational values and enable the voices of those we serve to be heard.

Bringing a strong communications focus to the Senior Leadership Team, you will ensure that communications are at the very heart of everything we do.

Key Priorities:

- Develop and implement a global communications strategy, embedding communications best practice across the Mary's Meals movement
- Develop and maintain relationships with all Mary's Meals Affiliates, supporting them to create bespoke and impactful campaigns and build in-country capacity
- Develop and deliver an internal communications plan that ensures effective information sharing across the global Mary's Meals family
- Provide strategic and operational leadership to the communications team, fostering a culture of innovation and continuous improvement



Strategic Leadership of Global Communications

- Develop and deliver a global communications strategy that engages the Mary's Meals (MM) family and inspires the growth of our global movement.
- Act as the lead role model for the MM tone of voice, empowering our MM family to express our values and organisational culture through all internal and external comms.
- Lead and inspire all communications work streams, including digital, editorial, content and internal communications, in the development of creative global campaigns.
- Support the global MM family in the development of communications expertise, capability and strategy, enabling others to tell their story and the stories of those we serve.
- Provide professional support and constructive challenge to executives from National Affiliates, as appropriate, to improve communication standards and promote a culture of inclusivity and cohesive communication across the MM network.
- Directly support National Affiliates to develop and build in-country communications capacity.
- Proactively seek story telling opportunities to connect others with our vision and mission.
- Respond in an agile way to changes, challenges and opportunities as they arise.

Global Awareness and Supporter Campaigns

- Develop global campaigns, products and tools to raise awareness, support fundraising and enable people everywhere to connect to our vision.
- Actively seek out external trends and drive innovation at MM by creating new opportunities to grow our movement.
- Lead on communications relationship marketing and pro bono communications opportunities.

Internal Communications

- Develop and deliver an effective internal communication plan to ensure effective information sharing across the global family.

Messaging and branding

- Develop a proactive and reactive global PR strategy including crisis communications.
- Develop and manage key messages and brand and embed across our global family.
- Develop systems for our global family to access content from our programmes to ensure we can share the stories of those we serve.

Directorate Leadership

- Lead and develop a high-performing team.
- Provide coaching, mentoring, support and guidance to the communications team and wider MM teams.
- Promote integration and collaboration between the different strands of the communications team.

With relevant communications experience, ideally within a global or international environment, you will be able to demonstrate a strong commitment to the values and overall mission of Mary's Meals. With a strong vocational attitude that shows competence, commitment and contribution to the global movement, you will be culturally sensitive with an ability to work with a wide range of people.

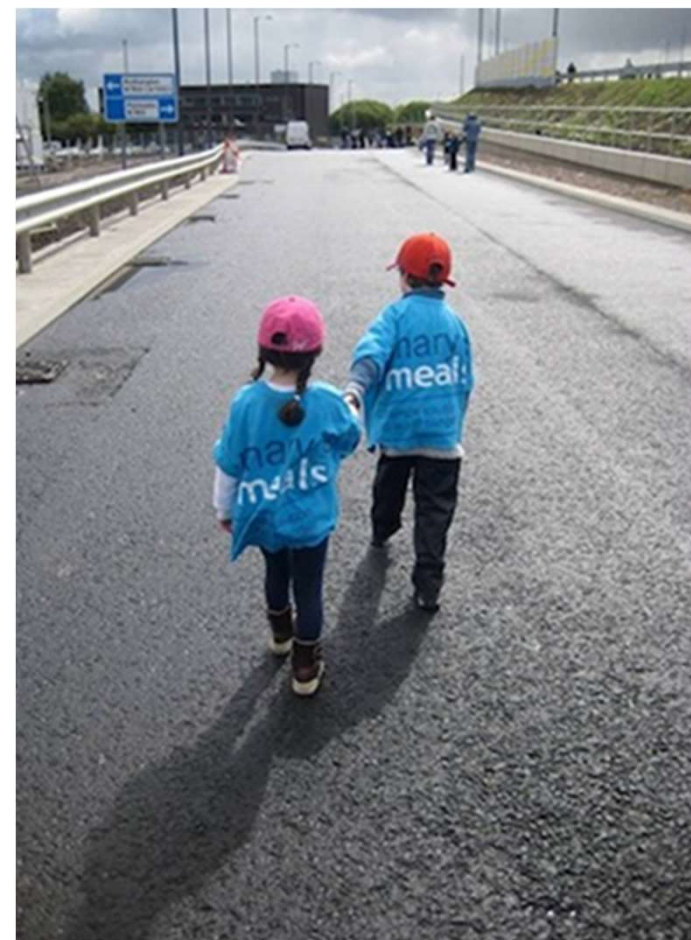
Key Skills, Experience and Knowledge

Essential

- Relevant experience of developing and implementing innovative communications strategies and projects coupled with the ability to translate these into actions and activities
- Excellent practical understanding of the communications 'toolbox' including digital, content development, brand, internal communications, PR and media relations
- Experience of managing brand positioning and messaging for an organisation
- Proven staff management experience coupled with the ability to lead and develop high performing teams
- Sound understanding of fundraising and/or developing a supporter or customer base and relationship marketing
- Strong project management experience including the ability to prioritise tasks and develop clear plans
- Successful partnership working, specifically the ability to effectively engage with and manage relationships with a wide range of stakeholders
- A good understanding of cultures and challenges which exist and arise in a global organisation

Desirable

- Senior communications experience in an international environment
- Managing external service providers, including marketing and creative agencies
- Experience of working in a charity or international development sector



Candidate profile

Personal Attributes

- Solution orientated, self motivated and results driven
- Open, supportive and visible management style
- Excellent communication, mentoring and coaching skills
- A pragmatic problem solver with intellectual flexibility and agility to move easily between significant details and the bigger picture
- A strong ethos to succeed and a belief that difficult challenges can be solved
- Cultural sensitivity with an ability to work well with a diverse range of people
- Demonstrable commitment to Mary's Meals vision and values



Mary's Meals employees approach their role in line with our 7S competency model:

1. Self

- I 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 contribute to a positive work environment
- I support those around me

7. Success

- I maintain my technical competence
- I contribute to the success of my team
- I ensure accountability
- I embrace change

How to Apply for this Role

Interested candidates should provide a tailored CV and covering letter to douglasadam@livingstonjames.com

Your covering letter should make a compelling case for why you feel motivated to work for Mary's Meals 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 Process

- Initial telephone interview with our Recruitment Partner
- Presentation & interview with our CEO & Director of People
- Final interview and introduction to our Senior Leadership Team

Our processes are informal and informative, we are very keen to get to know more about you, your experience/motivations and hopefully give you a clear picture of the opportunity and life here at Mary's Meals.



Mary's Meals International

Charity No. SC045223
Company No. SC488380
Tel: 0141 336 7094

Dalmally office

Craig Lodge
Dalmally, Argyll
PA33 1AR

Glasgow office

10-13 Claremont Centre
39 Durham Street, Glasgow
G41 1BS



“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