Job Description

Press and Communications Officer

April, 2015
Mary’s Meals provides one good meal to some of the world’s poorest children in a place of education every school day. It is a global movement supported by people from many walks of life and different backgrounds.

We have become known as 'the charity that operates out of a tin shed'.

As an organisation working in some of the world’s poorest communities, we’re committed to keeping our running costs low to maximise the good we can do with the donations entrusted to us. At most, we spend just 7 pence of every pound donated on governance and fundraising.

This is only possible because most of our work is done by an army of volunteers in our fundraising countries and in the communities where we work, who carry out lots of little acts of love on our behalf.

Hunger kills millions of children each year. It also stunts their growth – and their dreams. Hungry children think about survival, not about going to school – around 57 million of the world’s hungriest children do not attend school.

These life-changing meals attract hungry children into the classroom. The food fills their empty bellies so they have the energy and opportunity to learn, giving them the chance of a brighter future. The meals also support families struggling to feed their children while boosting the country’s wider economy.

Mary’s Meals is now feeding 989,791 of the world’s poorest children every day they attend school. It costs just £12.20 to feed a child for a whole year. Help us #makeitamillion
Mary’s Meals International

Mary’s Meals International is the central organisation which co-ordinates, supports and leads the global Mary’s Meals movement, under the direction of the founder and Chief Executive and through the work of three global directorates: Programmes, Finance and Operations, and Communications and Fundraising.

The global Mary’s Meals movement currently consists of ten registered charity affiliates in Austria, Canada, Croatia, Germany, Ireland, Italy, the Netherlands, Spain, the UK and the USA, raising funds to support life-changing programmes in Benin, Burma, Ecuador, Haiti, India, Kenya, Liberia, Malawi, South Sudan, Thailand, Uganda and Zambia.

The organisational structure showing the directorates in Mary’s Meals International is shown below:

Purpose of the role

Using the full spectrum of global communications channels, create compelling content which tells the story of Mary’s Meals in order to attract new supporters, develop relationships with existing supporters and reinforce the values of the organisation.
This is a temporary role for 12 months to cover for maternity leave and reports to the Head of International Communications. The organisational structure for Communications and Fundraising directorate is shown below:

The remit for this role focuses on three key areas:

1. To work across the full range of communications channels including international media relations, writing for online and offline materials, engaging celebrity supporters and campaign support.

2. To support Mary’s Meals affiliate organisations with communications materials and advice to ensure that the charity’s messages are credible and engaging on a global level and also support internal communications within the Mary’s Meals family.

3. To contribute significantly to the overall development and delivery of our global marketing and communications strategy, designed to raise awareness of Mary’s Meals around the world, promote our brand, uphold our key messages and values, and make a credible and compelling case for the charity’s approach in helping to lift impoverished and marginalised children in the developing world out of poverty.
**Principle duties**

- To work closely with the Director of Communications and Fundraising, Head of International Communications and the wider Communications team, and contribute effectively to the organisation’s overall communications strategy, which seeks to raise awareness of the work of Mary’s Meals through the use of media relations, digital communications and co-ordinated campaigns.
- To produce a range of high quality, engaging multi-channel and multi-language global content to help Mary’s Meals maintain and grow its public profile, ensuring consistent and compelling messages are disseminated. This includes producing publicity materials, email copy, volunteer packs, publications and direct mail for use by staff and volunteers around the world.
- To manage the global media contacts list, ensuring information is concise and up to date.
- To proactively seek out global media opportunities and build relationships with journalists, pitching a continuous flow of news stories, opinion pieces and feature ideas to the media.
- To effectively manage reactive day-to-day press enquiries to tight deadlines, including organising interviews with global spokespeople.
- To collate media coverage and disseminate to relevant internal contacts.
- To support the development of Mary’s Meals celebrity engagement strategy, including engaging with existing supporters and identifying new supporters.
- To contribute to the development and implementation of new fundraising and profile-raising campaigns, strategies and products, which maximise participation.
- To project manage specific elements of communications campaigns, ensuring that work is delivered to a high standard.
- To support campaign evaluation through analysis of media and other related activity.
- To support internal communications for the Mary’s Meals family, including drafting materials, such as newsletters, and supporting the introduction of any intranet platform.
- To build strong working relationships with Mary’s Meals affiliates and groups to support their communications and media work, coaching staff and volunteers where required.
- To advise and coach partners’ media staff of good communications practise.
- To identify opportunities to enter Mary’s Meals into any appropriate media awards, appeals or funding.
- To work closely with members of the fundraising team and partners to ensure consistency of Mary’s Meals messages and materials.
- To keep up to date with changes and new developments in media and communications field.

**Qualifications**

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

**Skills**

- Excellent communication skills
- Ability to comfortably and effectively interact with senior stakeholders and partners
- Strong relationship building skills, with a demonstrable ability to persuade and convince others
- Strong project co-ordination skills with the ability to manage a busy workload and multiple projects
- Resilient, flexible and self-motivated
- Cultural sensitivity and the ability to work effectively with a wide range of people in different countries and settings
- Excellent understanding of relationship marketing
- Excellent understanding of digital media and the use of digital channels for marketing and communications
- Excellent understanding of fundraising and/or developing supporter or customer base.
- Passion for the media and for telling Mary’s Meal’s story
Experience

- Significant relevant work experience in press and communication roles
- Clear evidence of building strong relationships with journalists
- Experience in engaging celebrity supporters for communications
- Evidence of managing projects to deadlines
- Working with and providing operational reports to senior staff or/and Boards
- Managing external service providers, including marketing and creative agencies
- Working in charity/international development sector is desirable

Salary

Starting salary of £23,568

Contact us

- Find out more about Mary’s Meals at: www.marysmeals.org
- Follow Mary’s Meals on Twitter and Facebook.

For more information on the role, please contact:

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