

Department: Communications

Responsible to: Digital Manager

Location: Glasgow

Contract length: 12 month FTC

Our vision

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

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

Confidence in the innate goodness of people – respect the dignity of every human being and family life – good stewardship of resources entrusted to us.

Job purpose

The CRM and Digital Marketing officer will support the implementation of a new CRM platform across the Mary's Meals global family. Initially the focus will be on supporting our CRM team and web agency with the integration of the CRM system with our websites, and then utilising the CRM system to enhance our communications with supporters.

Key activities

Provide Support

- To support the integration of the CRM system (Salesforce) with the Mary's Meals websites.
- To work with Mary's Meals affiliate organisations to support their CRM needs and offer guidance and support.
- To support the implementation of the global digital strategy for Mary's Meals across the charity's suite of websites, social media channels and email marketing, ensuring an integrated supporter experience across all content.
- To support the charity's websites through the regular updating of content and to liaise with Mary's Meals' digital agency on day-to-day updates and improvements to the websites and CRM system, with the aim of increasing engagement, maximising traffic and improving supporter experience.
- To support innovation in Mary's Meals' digital channels by staying on top of digital trends and providing practical opportunities for engagement and contribution across the organisation.
- To assist with the gathering and analysis of digital performance across all channels and to support the Digital Manager in making key recommendations based on this learning.

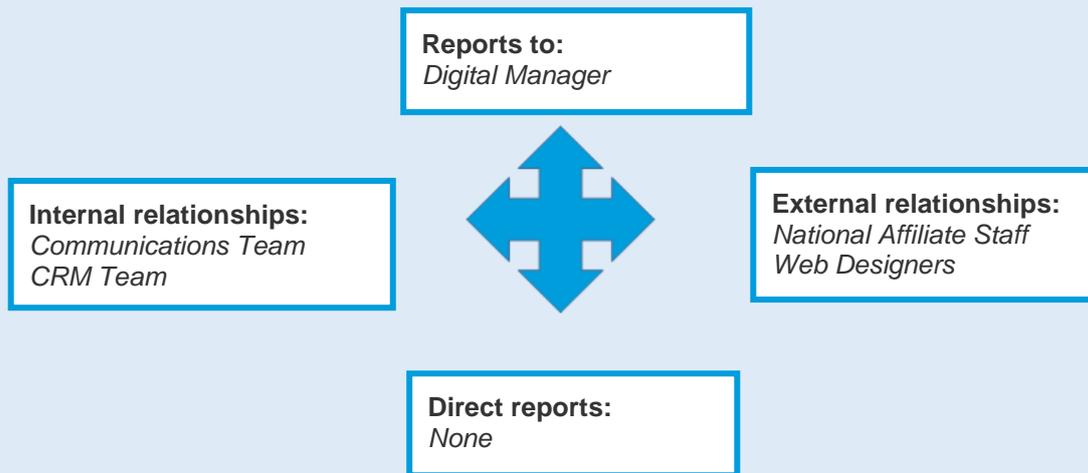
Engage and Grow Supporter Base

- To ensure the Mary's Meals website is effective and accessible on mobile.
- To contribute to SEO, online advertising and social media marketing activity to grow audiences, drive traffic and generate income and brand awareness.
- To support the development of creative digital campaigns and content to tell the story of Mary's Meals online, which drives awareness, fundraising and support for our vision.

Produce Engaging Digital Content

- To contribute to the production of engaging digital content to help Mary's Meals maintain and grow its public profile. This includes social media, blog and email content.
- To co-ordinate the day-to-day creation of regular emails to Mary's Meals' supporters through MailChimp using an efficient and co-ordinated production process, liaising with affiliates to gather feedback, and monitoring relevant statistics to ensure emails are effective in generating website traffic and support.
- To play a pivotal role in Mary's Meals' day-to-day social media presence across Facebook, Twitter, Instagram, LinkedIn and Google+, including engaging with supporters, monitoring the social media landscape, spotting trending topics and suggesting new opportunities.

Key relationships



Qualifications, skills and experience	Essential	Desirable
Degree level education in a relevant discipline or equivalent relevant professional experience	✓	
Excellent understanding of digital media and the use of digital channels for marketing and communications	✓	
Excellent understanding of CRM systems to deliver supporter insight and communications	✓	
Knowledge of and experience with different CMS system	✓	
Ability to gather, analyse and understand digital analytical information	✓	
Good understanding of email marketing platforms	✓	
Excellent communication skills, including the ability to effectively engage with social media communities	✓	
Ability to work to brand guidelines	✓	
Passion for telling Mary's Meal's story through digital channels	✓	
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	✓	
Creative thinking and problem solving	✓	
Strong attention to detail	✓	
Cultural sensitivity and the ability to work effectively with a wide range of people in different countries and settings	✓	
Good understanding of relationship marketing	✓	
Good understanding of fundraising and/or developing supporter or customer base	✓	
Knowledge of HTML and CSS.		✓
Relevant work experience in a CRM/digital role.	✓	
Experience in effectively engaging with audiences using an organisation's social media channels.		
Experience in email marketing.	✓	
Evidence of producing content for digital channels.	✓	
Evidence of managing projects to deadlines.	✓	
Used to working in a fast-paced environment with multiple deadlines.	✓	
Working with and providing operational reports to senior staff	✓	
Working with external service providers, including marketing and creative agencies	✓	
Proven ability to innovate and to keep abreast of trends	✓	
Good working knowledge of the marketing or fundraising environment including digital fundraising experience		✓

Working in charity/international development sector		✓
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Mary's Meals International team member competencies

All Mary's Meals International employees approach their role in line with the 7S competency model.

Self	<ul style="list-style-type: none">• I demonstrate resilience• I lead by example• I'm authentic and true to Mary's Meals values• I develop myself and set stretching goals
Service	<ul style="list-style-type: none">• 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
Simplicity	<ul style="list-style-type: none">• 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
Stewardship	<ul style="list-style-type: none">• I pay attention to the things that matter – (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
Strategy	<ul style="list-style-type: none">• 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 work to deliver my objectives
Strengthen	<ul style="list-style-type: none">• I contribute to a positive work environment• I help and support those around me
Success	<ul style="list-style-type: none">• I maintain my technical competence• I contribute to the success of my team• I am accountable• I embrace change

Changes to the job description

As the organisation evolves, job descriptions may need to be reviewed and if appropriate, changed. Such changes may be initiated as necessary by the manager of this position in consultation with the employee. This job description may also be reviewed as part of preparations for the annual Personal Development Review.

Declaration of acceptance

I have read this job description and accept it.

Employee name.....

Signed Date.....