

- Directorate:** Mary's Meals Canada
- Reporting to:** Executive Director
with dotted line operationally to Director, Operations & Engagement
- Contract type:** Permanent Full Time

Working at Mary's Meals:

Our mission, vision, and values are at the very heart of everything we do here at Mary's Meals and working for Mary's Meals is so much more than a career opportunity, we offer the opportunity to support our global movement in a dynamic, flexible, and inclusive environment with a real focus on personal and professional development. We believe in the innate goodness of people, respect the dignity of every human being and family life and believe in good stewardship of the resources entrusted to us. In line with our values, Mary's Meals is fully committed to a culture of safeguarding.

Role purpose:

The Director, Marketing & Communications will be responsible for leading Mary's Meals Canada (MMC)'s communications and marketing strategy to raise awareness of Mary's Meals, inform and inspire all involved and uphold MMC's values and distinctive tone of voice. Reporting to the Executive Director, the Director of Marketing & Communications will serve as a senior leader in the organization and help design and lead the expansion of Mary's Meals visibility through creative communications and marketing/campaign strategies. This is an ideal opportunity for a proven communications professional who is enthusiastic about applying his/her talents towards the strategic goal of feeding the most vulnerable children around the world.

Key responsibilities & activities:

Strategic Planning

- Develop and implement a cohesive and holistic communications strategy for Mary's Meals Canada. This strategy will develop several communication methods, including but not limited to digital, content development storytelling, social media, PR/Branding, media relations, and internal communications
- Serve as a strategic member of the senior leadership team; advising others on communications related matters to achieve broader organizational goals and priorities
- Actively seek out new and innovative communications strategies to ensure that we are maximizing the potential of Mary's Meals Canada to reach new audiences and increase engagement levels
- Develop and monitor monthly communications data/metrics; to report progress of approaches and to react to any amendments needed in response to trends/insights and to maximize new opportunities and overcome challenges
- In conjunction with the team, oversee the development and execution of the MMC annual marketing and campaign strategy

Brand and Awareness Building

- Lead all PR and media relations efforts for Mary's Meals Canada, raising brand awareness through strategic and relevant media coverage
- Serve as key external spokesperson for Mary's Meals Canada; establishing a clear and consistent brand rooted in Mary's Meals 'distinct message, voice, and values'

- Partner with the Executive Director; Director, Operations & Engagement to design and deliver campaigns aimed at raising awareness and growing funding/support for MMC
- Develop the communications materials needed to attract new supporters and maintain engagement with existing audiences
- Establish and maintain effective relationships with journalists, and maintain a media database
- Seek opportunities to enhance the reputation of the brand, and coordinate publicity events as required.
- Develop proficiency in website design and publishing software.

Project and Process Management

- Develop and implement communications-related systems in support of MMC's strategic plan
- Be the point person for MMC to MMI Communications team to ensure delivery of all creative assets. Maintain open lines of communication internally and with affiliates, particularly with the MMI Communications Team
- Strategically coordinate opportunities to engage MMC's staff in public events, speaking engagements, etc.

Leading and Managing:

- Oversee the delivery, monitoring and reporting of progress made against strategies and plans.
- Promote a culture of engagement and empowerment including identifying and implementing opportunities for development.
- Seek all opportunities for personal growth and development to support the aims of our organizational strategy.
- Role-model Mary's Meals values and leadership behaviors.

Additional information:

As our organization evolves and grows, your job description may need to be reviewed and if appropriate, changed. These changes may be initiated by you or your manager but always in consultation with you and your job description may also be reviewed as part of your annual PDR process.

All employees are expected to undertake the following general duties:

- Work within the framework of the Mary's Meals mission, vision, and values.
- Work towards achieving department strategy, operational plans, and objectives.
- Ensure familiarity with and adhere to all MM policies and procedures.
- Undertake and apply learning from appropriate training and development programs.
- You may be required to travel to countries where Mary's Meals operates
- Understand and uphold the standards outlined in MM's Safeguarding Policy, acting with due care and attention to safeguard anyone that meets our work.
- Demonstrate behaviors that promote a safe culture and raise any safeguarding concerns immediately.

Essential skills & experience required for this role:

- Extensive demonstrable experience leading a communications / marketing function
- Significant experience setting the vision and direction for a communications and marketing strategy
- Proficient in Microsoft Office, content management systems, and social media platforms
- Exceptional understanding and experience of the communication's 'toolbox,' including digital, content, brand, internal communications, PR, and media relations, coupled with adept project and media management skills
- A track record of cultivating effective relationships with press/media; existing media relationships is desirable
- Strong understanding of relationship marketing; evidence of influencing others through effective communications strategies and content

- Excellent written and verbal communication skills; evidence of effectively assuming the “voice” of an organization and establishing consistent language and tone
- Experience developing and implementing effective communications-related processes and systems
- Strong interpersonal skills; ability to collaborate effectively across a wide array of stakeholders (e.g., colleagues, partners, vendors, agencies etc.)
- A track record of leading successful projects and managing work to fruition through periods of growth and change
- Commitment to MMC’s vision and mission; desire to contribute to Mary’s Meals’ global impact
- Alignment with Mary’s Meals’ 7S competency model: Self, Service, Simplicity, Stewardship, Strategy, Strengthen, Success

Qualifications:

- Bachelor’s degree in Communications, Marketing, Journalism, Graphic Design or in a related field is an asset

Mary’s Meals 7S Competencies:

As an employee Mary’s Meals International, you have a responsibility to approach your role in line with our 7S competency model.

Self	<ul style="list-style-type: none"> • I build and demonstrate resilience • I lead by example • I am 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 organizational 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 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
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 am a catalyst for change • I maintain my technical competence • I contribute to the success of my team • I am accountable • I embrace change

Changes to your role:

As our organization evolves and grows, your job description may need to be reviewed and if appropriate, changed. These changes may be initiated by you or your manager but always in consultation with you and your job description may also be reviewed as part of your annual PDR process.