mary's meals

a simple solution to world hunger

Recruitment pack for:

Acquisition Marketing Manager

Remote working from anywhere in the UK

Mary's Meals UK

July 2026

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We're an Age-friendly Employer

WE SHOW THE SALARY EMPLOYER

happy to talk flexible working

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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 Acquisition Marketing Manager 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 three million children across 16 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.

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.

Welcome from our Executive Director

With more than 78 million children of primary school age out of school around the world, our work has never been more important.

The Acquisition Marketing Manager attracts new UK supporters and generates income for Mary's Meals' school meals programme through effective and inspiring marketing across online and offline channels.

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.

Marie Doyle
Executive Director, Mary's Meals UK

Acquisition Marketing Manager

Reports to:	Head of Acquisition Marketing
Location:	Home working from anywhere in the UK
Salary:	c. £37,775 - £44,353 per annum FTE, plus London Weighting if applicable
Benefits:	• Flexible working • 34 days' annual leave (including public holidays) • Non-contributory pension with employer contributions of 8%. • Volunteering and development days • Enhanced maternity and paternity leave • Employee Assistance programme • Life Assurance • Wellbeing support • Cycle to Work scheme

Role Overview

Role Overview:

This is a fast paced and hands on role for someone who loves to collaborate, problem solve and drive growth while keeping focused on our mission to feed hungry children.

The role primarily raises income (but also awareness) through multi-channel marketing activity with a clear focus on maximising ROI and delivering supporter growth at scale. The key focus of the role is on online marketing opportunities and includes managing our organic and paid social channels, overseeing social media influencer strategy and identifying emerging digital channels. The Manager works closely with the Mary's Meals International team and its agency to deliver Google and Bing Paid Search, Google Grant, Display, and YouTube.

The role will also identify and manage the most effective offline marketing opportunities to maximise ROI from small budgets and pro bono opportunities, such as TV, Radio and OOH advertising. The Manager will ensure online and offline marketing opportunities complement each other (and link seamlessly to our retention strategies) as part of an integrated multi-channel marketing strategy.

Keeping our values led approach as a central focus is essential as is harnessing technology and good fundraising practice. We believe that *how* we do things is just as important as the end results.

The Acquisition Marketing Manager works side-by-side with colleagues from across the Supporter Experience and Communications directorate, ensuring a joined-up approach to all communications activities, through the integration of strong storytelling, marketing expertise and supporter engagement. The role has line management responsibility for the Acquisition Marketing Officer.

Duties and responsibilities

Principal Duties:

- Ensure Mary's Meals' mission remains central to all Acquisition Marketing work.
- Work in ways which embody the team's culture of empowerment, innovation and collaboration ensuring that Mary's Meals' values remain central.
- Direct line management of the Acquisition Marketing Officer and volunteers as required.
- Manage agencies and freelancers as required.
- Ensure activities follow fundraising and data regulations, and marketing best practice.
- Contribute to the creation of fundraising and awareness raising campaigns that build support for our vision including being part of cross-organisation project groups.

Strategy & Planning

- Develop and execute a results-driven digital marketing strategy focused on income generation, conversion, and lifetime supporter value.
- Identify, manage and deliver online and offline marketing opportunities, ensuring that there is a strong creative execution, measurable ROI and cost-effective impact.
- Identify opportunities for pro bono media partnerships and manage relationships with agencies and external partners.
- Build performance-driven channel plans across, organic and paid media channels such as Meta.
- Utilise audience insights and data to ensure all activities are effectively targeted and evaluated.

Campaign Management

- Deliver multi-channel marketing campaign strategies making use of the full range of online and offline channels available to Mary's Meals. Seeking out the most effective channels based on strong ROI results.
- Set up, manage and optimise Meta Ads with a focus on return on ad spend (ROAS) and cost per acquisition (CPA).

Duties and responsibilities

- Support the Website and Marketing Manager to deliver, manage, and continuously optimise Paid Search campaigns on Google Ads, Google Grant, and Bing Ads with a focus on return on ad spend (ROAS) and cost per acquisition (CPA. Also be able to manage this work independently as required.

- Monitor and optimise campaign structures, keyword performance, bidding strategies, and audience targeting to maximise revenue.

- Work with the Creative Communications team on agreed content and copywriting requirements for acquisition marketing activities.

Collaboration & Stakeholder Management

- Work with designers and content creators to brief, review, and optimise assets (copy, creative, landing pages).

- Collaborate with the Marketing, and wider Mary's Meals teams to ensure campaigns support broader objectives.

- Champion best practices in performance marketing across the organisation.

Performance & Optimisation

- Track and report on key income metrics using GA4, Meta Ads Manager, Power BI, GTM, and UTM tagging, with a focus on ROI, revenue per click, and conversion rates.

- Set and report on KPI's such as CPA, ROAS, CTR, conversion rate, and impression share.

- Analyse data to identify trends and opportunities for innovation, optimise campaigns, and deliver insights to inform wider marketing activity.

- Test and refine messaging, ad formats, and work with the website manager to optimise landing pages through A/B and multivariate testing.

- Play a lead role in the oversight and performance of organic social media channels working collaboratively with the Supporter Marketing Manager, Supporter Experience Manager and Creative Communications Manager.

- Evaluate marketing campaigns and channel specific activities, sometimes as part of wider organisational activities.

Essential Qualifications, experience and skills

Essential Criteria:

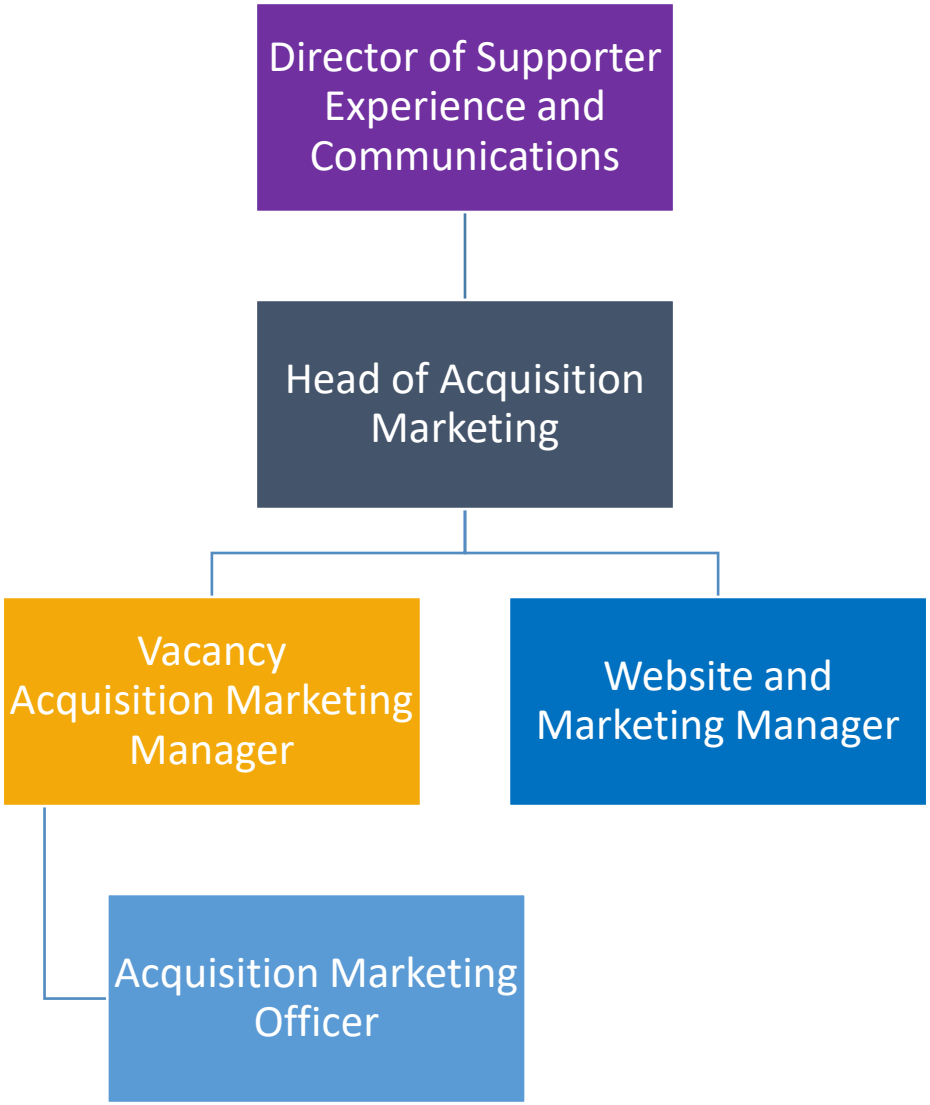
- Proven expertise managing multi-channel marketing campaigns, that have delivered income growth and brand awareness.
- Proven, hands-on expertise in delivering organic and paid social media strategies, which have resulted in channel growth and income generation.
- Proven, hands-on expertise managing Meta Ad campaigns maximising spend and delivering good ROAS/ROI.
- Experience using tools like Google Search Console and SEMrush.
- Proficiency with Google Analytics 4 (GA4), Google Tag Manager, and implementing tracking strategies.
- Ability and ambition to test and manage offline marketing strategies, utilising channels such as TV, Radio, OOH advertising, print advertising (with experience in at least one offline area).
- Skilled at creating and interpreting performance reports, analysing user journeys, and making data-led decisions.
- Experience managing and optimising for performance metrics (e.g. ROI, CTR, CPA, ROAS).
- Evidence of building strong collaborative internal relationships with colleagues across multiple teams and priority areas.
- Confident managing budgets, forecasting spend and ensuring cost-effective delivery whilst optimising for revenue generation.
- Excellent project management and organisational skills with the ability to manage multiple campaigns at once.
- A growth mindset with a passion for continuous testing and optimisation.
- Passion for working in a values-centred charity that deeply values every supporter.
- Awareness of accessibility, compliance, and privacy regulations in digital marketing (e.g. GDPR).
- Line management experience.

Essential Qualifications, experience and skills

Desirable criteria:

- Strong understanding and experience of Google & Bing Paid Search campaigns (Search and Shopping formats) and Meta ads that deliver income and strong ROI.
- Strong understanding and experience with Display and YouTube advertising on the Google Ads platform.
- Strong copywriting skills for paid media and the ability to collaborate with creative and content teams.
- Familiarity with CRMs (e.g. Salesforce) and email platforms for end-to-end campaign insight.
- Understanding of other marketing disciplines such as Supporter Marketing and PR.
- Good understanding of the charity sector, fundraising regulations and best practice.
- Experience working within a charity, nonprofit or social impact organisation.
- Familiarity with conversion rate optimisation (CRO) and landing page testing tools.
- Understanding of supporter journeys and how acquisition activity feeds into retention.

Acquisition Marketing structure



Our vision and mission

mary's meals

- **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

- **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: Statement of Values

About the Mary's Meals movement

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, 20 years later, we feed three million hungry children every school day across four continents.

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 which means that it costs just £19.15 to feed a child with Mary's Meals for a whole school year. 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.

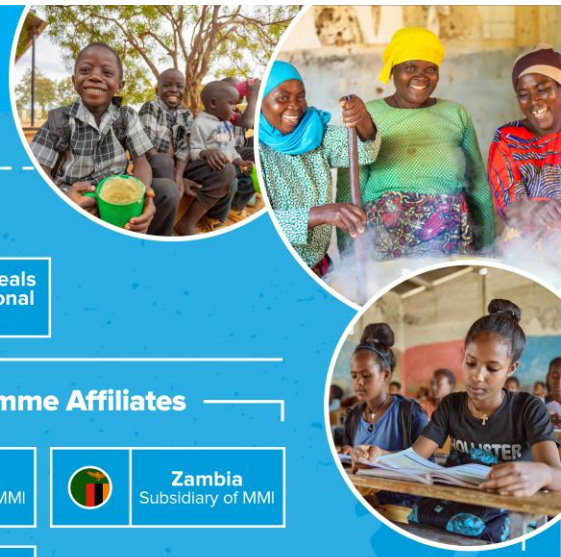
Having been inspired, in part, by our founder's Catholic faith, this work is named in honour of Mary, the mother of Jesus, who brought up her own child in poverty. We consist of, respect and reach out to people of all faiths and none.

Counting on support from around the globe, Mary's Meals has registered national affiliate organisations, which raise awareness of our work 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 family

mary's meals

The global Mary's Meals family



Mary's Meals Network

National Affiliates

- Australia — Independent Affiliate
- Austria — 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
- Poland — Independent Affiliate
- Slovakia — Independent Affiliate
- Spain — Independent Affiliate
- Switzerland — Independent Affiliate
- United Kingdom — Independent Affiliate
- United States — Independent Affiliate

- Mary's Meals International (MMI)

Programme Affiliates

- Malawi — Subsidiary of MMI
- Zambia — Subsidiary of MMI
- Liberia — Branch of MMI

Fundraising Groups

- Belgium — International Fundraising Group
- Netherlands — International Fundraising Group
- Hungary — International Fundraising Group
- Portugal — International Fundraising Group
- Hong Kong — International Fundraising Group
- Slovenia — International Fundraising Group

Programme Partners

- Benin — Soeurs de Marie de la Médaille Miraculeuse
- Ecuador — Fundación Cristo Misionero Orante
- Ethiopia — Daughters of Charity Tigray
- Haiti — BND, Caritas Hinche, Summits Education
- India — BREAD
- Kenya — Caritas Lodwar
- Lebanon — Dorcas
- Madagascar — Grandir Dignement, Feedback Madagascar, Money For Madagascar
- Malawi — Missionary Community of Saint Paul the Apostle, Tafika
- Mozambique — Mozambique School Lunch Initiative
- South Sudan — Mary Help Association
- Syria — Dorcas
- Yemen — Yemen Aid
- Zimbabwe — Mavambo Orphan Care, ORAP

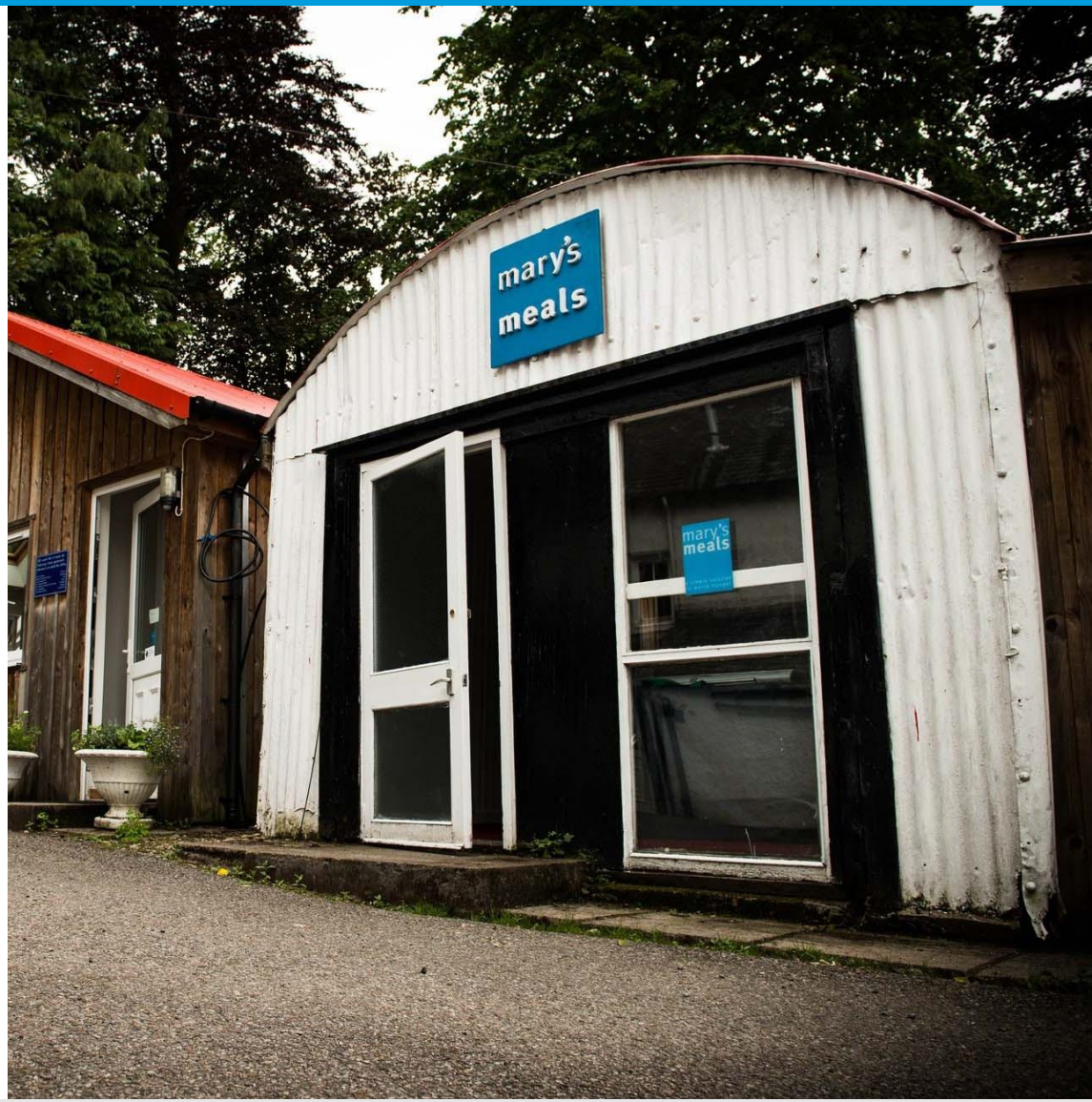
About Mary's Meals UK

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.



Mary's Meals UK manager competencies

Managers at Mary's Meals UK 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 developing
- I build high performing teams
- I ensure accountability
- I am a catalyst for change

Recruitment process information

How to apply for this role

To apply for the role of Acquisition Marketing Manager based at Mary's Meals UK, please send a tailored CV and covering letter **or** 2–3-minute video to: Jobs@marysmeals.org

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

Applicants must hold full right to work in the UK.

We welcome applications from candidates of all different backgrounds and identities to apply. We are committed to building an inclusive and diverse charity providing a supportive place for you to do the best and most rewarding work of your career.

Recruitment timescales

Applications will be reviewed on an ongoing basis.

Please note: If you have any special requirements or adjustments before an interview, please let us know.

Mary's Meals UK
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Company No. SC265941
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Craig Lodge
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