

Job Description and Personal Specification



Malaria No More UK – Head of Communications

Full time

Salary: £55,000 - £58,000 plus generous benefits

Reports to: Director of Communications and Partnerships

About Malaria No More UK

Malaria has been described as the oldest killer disease in history; even now, despite recent progress, it claims the life of a child every two minutes. Malaria No More UK (MNMUK) is part of a global movement that is determined to make ours the generation that beats this killer. To realise this vision we are mobilising a powerful network of governments, influencers, businesses and the public, inspiring them to commit the resources and energy to ending deaths from malaria and wiping out the disease for good.

We are a small hard-working team with ambitions and objectives that reach way beyond the expected and every member of our team contributes to winning the fight to end malaria, saving millions of lives.

The award-winning team created and leads a white label campaign - Malaria Must Die - working in partnership with a range of best in class communications partners including Dentsu Aegis Network, R/GA, Ridley Scott Associates and Cannes Lions along with global talent ranging from David Beckham through to Chimamanda Adichie and Bill Gates. The campaign focuses on creating a sense of public demand for bold political action and last year culminated with the commitment of 53 Heads of State to halve malaria in the next five years across the commonwealth and pledges of over \$4 billion.

Current work includes Phase II of Malaria Must Die which sees the campaign return with its next "mission" to help ensure a successful Global Fund Replenishment in October 2019, before building towards a Malaria Summit in Kigali in 2020.

Background

Malaria No More UK is in a strong place to continue its growth. The organisation is small, agile, low ego and lean. As MNM UK turns ten we have an impressive track record, not least the recent success of the Malaria Summit 2018 and the trebling of UK government malaria investment during our 10 year existence.

Our bold new five-year strategy focuses on the ambitious vision of collaborating with others to halve malaria across the Commonwealth in the next five years. This provides MNMUK with a strong roadmap to deliver international impact. With the clock ticking on the commitment of 53 Heads of State, it is critical we do this as effectively and rapidly as possible.

Job summary

Working alongside the Director of Communications and Partnerships in the management, planning and delivery of MNMUK's communications functions; to provide strategic direction and oversight on projects, campaigns and events, as well as drive innovation and the team's creative thinking; lead on organisational messaging and digital content plans to support other teams; line management of communications team staff.

Key responsibilities

Strategy and leadership:

- Lead on the communications strategy for the organisation and its effective implementation.
- Engage in networking and profile raising for MNMUK and our goals.

- Represent the brand internally and externally.
- Drive strong internal working relationships across the fundraising, advocacy and communications teams to ensure we build integrated cross organisational opportunities and work streams.
- Take responsibility for communications reporting and management information to allow monitoring of progress against plan and reporting metrics for stakeholders.
- Share best practice with the teams to build knowledge and accelerate cross-learning.

Communications:

- Work with external agencies to co-create and deliver creative campaigns across disciplines PR, advertising, digital and content) (2019 Phase II of Malaria Must Die and build to Kigali Malaria Summit and moment in 2020).
- Oversee and manage media strategy including relationships with media outlets and journalists and driving tactical coverage.
- Develop and lead on communications and media partnerships including seeking extensive pro bono support.
- Driving creative communications projects.
- Plan and implement relevant communications campaigns in conjunction with the fundraising team.
- Drive innovation and creative thinking in the team.
- Plan and organise events with the communications and fundraising team and other key partners – including working with event professionals to organise high level political meetings and summits.
- Lead on organisational messaging which supports the fundraising and advocacy team.
- Oversee brand development and management.
- Oversee digital strategy and content plans.
- Work to build international reach for the Malaria No More campaigns.

Management:

- Manage the Communications and Media Manager, Digital and Content Manager and PR Manager.
- Management of PR, communications and other external agencies as appropriate.
- Management of consultants, freelancers and interns.
- Develop and manage relevant communications budgets and actively engage in organisational planning, implementation and evaluation.

Other Responsibilities

- To undertake any other reasonable additional duties as required by MNMUK.

Qualifications, skills and experience

Essential

- A proven track record with at least 8 years' experience in communications across disciplines and hands on expertise within a global facing team, preferably with strong experience in Global Health or International Development.
- Solid understanding and previous recent working experience of developing and delivering creative and dynamic communications strategies and planning successful projects for a range of audiences.
- Previous experience of managing a team of multi-level staff with diverse skills.
- Demonstrable personal skills in creative, cut-through thinking and new ideas.
- Project management experience in communications (PR/media, digital, creative and content).
- Experience of brand development and oversight.
- Experience of cultivating and managing communications partnerships and champions.
- Track record in development and management of talent and champions.
- Experience in developing and nurturing partnerships.
- Robust understanding of international development and/or global health programmes.
- Adept written and verbal communicator.

Malaria No More UK, The Foundry, 17 Oval Way, London, SE11 5RR

T: +44 (0)20 3752 5862, E: info@malariaenomore.org.uk, W: malariaenomore.org.uk

Malaria No More United Kingdom is a UK registered charity no. 1126222

Desirable

- Experience of communications supporting advocacy objectives and campaigns in the UK and globally.
- Understanding of, and experience in, management during periods of change and wider organisational strategic thinking.
- Knowledge of the global health sector and experience of navigating the variety of stakeholders within it.

Personal Attributes

- A “can do” attitude and team player with ability to think quickly, proactively AND strategically.
- Prepared to approach this role creatively and non-traditionally as appropriate.
- Leadership style that can help steer, motivate and deliver a strong, dynamic and effective communications team.
- Practical and hands on, as well as strategic thinker with a desire for delivering communications that are driven by doing things differently.
- Strong interpersonal skills with effective partnership working and relationship-building.
- Proven relationship building and influencing skills with the ability to engage with a multitude of senior level, high profile stakeholders.

This job description and person specification is a statement of requirements at the time of writing and is not contractual or exhaustive. It should not be seen as precluding future changes after appointment to this role and it may be amended over time in consultation with the Executive Director

Staff benefits include:

- 10% employer pension contributions.
- 28 days' annual leave plus 8 bank holiday days.
- Interest-free staff season ticket loan.
- Employer's childcare voucher scheme.
- Continuing personal development opportunities.
- Interest free bicycle loan scheme.
- Professional training & qualification subsidy.

*Application by CV and covering letter (2 pages max) detailing how you fulfil the role description and personal specification. Please send by email by **10 March 2019** to recruitment@malarianomore.org.uk.*

*There will be a 2-stage interview process provisionally scheduled as 1st during the week of **25 March** and 2nd during the week of **1 April**.*

Only candidates with a right to live and work in the UK will be considered for this role.