



READY
TO BEAT MALARIA

MALARIA
SUMMIT
LONDON

malaria NO MORE united kingdom

**WE EXIST TO MAKE
MALARIA NO MORE**

ABOUT MALARIA NO MORE UK



Malaria is one of the world's oldest and deadliest diseases. It has been around since the dinosaurs and is thought to have killed half of all humankind. Despite enormous progress, half the world is still at risk and it still kills close to half a million people a year, including a child every two minutes.

Malaria No More UK (MNM UK) is part of a global movement that is determined to make this the generation that beats this killer. To realise this vision, we need to mobilise governments, influencers, businesses and the public, inspiring them to commit funds, energy and resources to ending deaths from malaria and wiping out the disease for good. We are a small but very 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 ending malaria, saving millions of lives and eradicating the poverty that this disease causes to so many. Together, we can end it for good

Malaria is preventable, avoidable and treatable. We have the tools and the knowledge to end it, but serious challenges have slowed progress in the highest burden countries, while progress in low burden countries expands. We can end malaria in our lifetimes. But to do this, we must hold the right leadership to account, significantly increase resources and inspire and engage target audiences in this fight. In 2018 the 53 Heads of the Commonwealth Countries committed to halving malaria in the Commonwealth by 2023. This would prevent 600,000 deaths and 350 million cases of malaria. Reaching this goal will put the world on track to ending malaria and can inspire other leaders such as the Francophonie and countries poised for elimination to also take bold action.

Rwanda will host the next Commonwealth Heads of Government meeting in June 2021. It has been confirmed that Malaria will be on the agenda and there will be a high-profile event in Kigali at the meeting.

Ahead of the Kigali CHOGM we have an opportunity to lift malaria up the political agenda and the public consciousness and to create a powerful moment for the malaria community to build on the momentum of the last few years during which numerous renewed commitments from a wide-range of invested partners were made.

Taking inspiration from and building on the African Union RBM Partnership led Zero Malaria Starts with Me (“Zéro Palu! je m’engage”) and creativity of Malaria Must Die, we need to deliver a campaign that builds momentum towards this event and creates a global moment in Kigali that will also serve as the start of a long-term campaign to 2023, ensuring we halve malaria in the next 3 years and have it 90% eliminated by 2030. – with the world on track to end the oldest and deadliest disease in our lifetime.

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GLOBAL CAMPAIGN LEAD CONSULTANT



LOCATION: Flexible – Nairobi, Kigali, Lagos

CONTRACT: Fixed Term Consultancy 6 months from Jan 2020

HOURS: minimum 21 hours/ 3 days per week

RATES: £Please quote daily rate

REPORTS TO: Director of Global Communications & Partnerships – with matrix links to Africa Director

ROLE SUMMARY

The Global Campaign Lead role will work alongside the Global Director of Communications & Partnerships, a Communications and Media team and a global multi-organisational steering group to develop and deliver a new high impact and innovative global campaign. The new campaign will create a unifying, ground-breaking and inspiring global platform which will capture public imagination, and rally communities and leaders. It will aim to generate mass awareness and impactful visibility to drive accountability and action at the Kigali Summit in June 2021 and then beyond towards delivering the Commonwealth Commitment of halving of malaria by 2023, putting us on track to end the disease in a generation.

A key focus of the role will be working closely with our lead agency partner Dentsu and on managing the strategy and co-ordinating activities across the partnerships and networks needed for the campaign to be delivered in 12+ focus countries, the majority of which are in Africa, ahead of the next global summit in June. You will have strong experience in managing campaigns, as well as convening and project managing complex networks of partners. You will be skilled in developing mutual co-operation across internal and external groups driving towards common goals and greater collective achievement. With strong networking and external stakeholder management experience, you will have the ability to drive engagement with a variety of partners and stakeholders from communications, commercial and into civil society.

KEY RESPONSIBILITIES

Strategic development and Project Management:

- Working closely with the communications team, the campaign steering & working groups and global agency partner Dentsu, to manage the strategy and delivery of the Zero malaria campaign.
- Develop and build the processes that help us manage a complex multi partner and global campaign, particularly across key commonwealth and Francophonie countries and co-ordinate going forward.
- Ensure campaign is insight driven and oversee real time use of monitoring and evaluation.
- Embrace the breadth of skills and talent across our partners and Creative Collective to increase impact.

Building and managing relationships:

- Build and support development of campaign communication partners and groups from Malaria, NGO, business, science and wider community to convene a world-class malaria campaign.
- Working with Senior Creative Content Lead help co-ordinate between agencies and partners to manage creation, distribution and activation of campaign tool kits/ materials to partners and different regions.

Campaign marketing and amplification:

- Work with partners across 12 key countries and a world leading 'Creative Collective' in particular to gather and develop creative content including talent led films, case studies, identifying champions, creating factsheets, infographs, collect photos etc.
- Working in partnership with a Media Manager and global PR agencies, help co-ordinate and drive media coverage of the malaria campaign in the media - taking particular responsibility for co-ordinating media activity in East Africa.
- Support MNM and Dentsu digital marketing team.
- To undertake any other reasonable additional duties as required by MNMUK.

PERSON SPECIFICATION - ESSENTIALS

- Tenacious, entrepreneurial, high ambition, low ego
- Proven success in developing and implementing mass market international campaigning strategies
- Proven experience in delivering complex international campaigns and of utilising a wide-range of campaigning creative techniques to secure change
- Experience of working on advocacy driven campaigns.

- Demonstrable ability to think and work strategically across a range of teams, functions, organisations, national boundaries.
- A proven ability to take initiative, effectively prioritise a large and complex workload and manage varied expectations as well as working at times to a short deadlines
- Track record of getting people to work together well, and experience of leading high-performing teams and networks in campaign delivery
- Strong project management skills, with a track record of taking large scale projects from concept stage to execution, and building collaboration across functional and geographical boundaries
- Excellent written and oral communication skills.
- Advanced working knowledge of MS Office (Word, Powerpoint, Excel and Publisher)
- Candidate should be able to work independently – with minimum supervision and guidance from supervisors.

PERSON SPECIFICATION – DESIRABLES

Desirable

- A few years of similar work experience is a plus.
- Bachelor's Degree in communications, journalism, public relations or a related field or equivalent experience/ qualification would be advantageous
- Demonstrated and extensive social media experience is an added advantage
- Candidates with basic design and layout skills and adept in using Adobe Photoshop and Pagemaker are an added advantage.
- Knowledge of other languages/dialects is an asset.
- Ideally experience of devising and delivering digital campaign strategies
- Some experience in working in global health would be beneficial
- Lived personal malaria experience

Personal Attributes

- Excellent interpersonal, communication and presentation skills, with the presence and integrity to influence a wide range of internal and external stakeholders
- You are entrepreneurial at heart and thrive in a dynamic and rapidly changing environment.
- You share our vision and ambition to end the world's oldest and deadliest disease

MNMUK recognises the value of a team in which people from diverse backgrounds are able to introduce fresh ideas and contribute to delivering our mission to make Malaria No More. Candidates from historically marginalised or underrepresented backgrounds are encouraged to apply.

This job description 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.

It may be amended over time in consultation with the Global Director of Communications and Partnerships



If this sounds like a role you are driven to take on, we would like to hear from you.

To apply, please send your CV and a covering statement detailing how you fit the role and why you want to work for us to:

recruitment@malarianomore.org.uk

CLOSING DATE: As soon as position filled

If you would like to discuss anything about the role before applying please contact the Senior Operations Manager, Miriam Norgate, on the email shown above.