

Brief for the position of

# CHIEF EXECUTIVE OFFICER



ODGERS BERNDTSON

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# CHAIR'S INTRODUCTION



Dear Candidate,

Malaria No More UK (MNMUK) has a clear objective – to end malaria. In a rapidly changing world, the global community must be relentless in pursuing the end of a disease that is responsible for the deaths of over 600,000 people every year. A child still dies every two minutes from malaria – a disease that can be cheaply prevented and treated.

While a relatively small organisation, MNMUK is globally recognised for our world-class communications, strong advocacy networks, high impact partnerships and powerful cross-cutting relationships. MNMUK is a platform through which we can pull together the best tools, resources, and minds needed to end this disease, generating the public and political will to bring our partners to the table.

Our strategy is to inspire the world to act to end malaria through high-profile communications campaigns and global events. We are known for being creative and ambitious in our approach, and a thought leader in the global malaria community. Our award-winning campaigns feature global superstar David Beckham, Nigerian singer and activist Yemi Alade, Kenyan Olympic Gold medalist Eliud Kipchoge, and many others, supported by some of the world's biggest communications and advertising companies.

Core support from, amongst others, the Bill and Melinda Gates Foundation and global advertising agency Dentsu International, has enabled our growth as a convener and catalyst for global malaria funding. We have galvanised commitments of billions of dollars to the malaria campaign in the past decade. We are immensely proud of convening the recent successful Kigali Summit on Malaria and Neglected Tropical Diseases, held ahead of the

Commonwealth Heads of Government Meeting in Rwanda in June. The summit was attended by Presidents, Prime Ministers and the Prince of Wales, and secured more than \$4 billion in the fight against malaria.

Leadership has become ever more critical. We are honoured that in 2021 His Royal Highness the Prince of Wales became President of MNMUK. With our current Chief Executive stepping down after a decade, we now need an innovative, inspiring new leader to take the reins and lead the next stage of our work. I believe this a truly exciting opportunity to join and lead our brilliant team. We are looking for a Chief Executive who can bring both vision and adaptability to help us continue to punch above our weight. They will lead Malaria No More UK to even greater heights, as we grow our organisation's presence outside of the United Kingdom across Africa.

Our next Chief Executive will shape our renewed vision and should have the strategic scope for exciting new approaches to ensure the necessary partners, resources, and solutions worldwide are joined together to eradicate malaria.

With renewed momentum, leadership, and funding, deaths from malaria can be cut by 90% by 2030. This is the targets we are passionately pursuing by bringing together global businesses, world leaders, and other partners to tackle malaria. Exciting new scientific developments mean we have the tools to end malaria in our lifetimes. Our new Chief Executive will be an essential player in generating the worldwide will to do so.

If you are motivated by our ambition and think you can apply your skills and experience to lead our work, I look forward to receiving your application.

**Baroness Liz Sugg**  
Chair of the Board of Trustees



# ABOUT MNMUK

## Why Malaria?

Malaria keeps children out of school and adults out of work, contributing to the cycle of poverty. It puts unnecessary pressure on fragile health systems and in some countries can account for up to 40% of hospital admissions. The disease arrests economic growth, stealing the prosperity of communities, countries and continents.

Malaria cripples economies, crushes communities and causes heart-breaking loss. No parent should lose a child from a totally preventable and treatable disease. The majority of deaths from malaria are in children under five. With the right tools in the right places, we have the power to change the story.

Our aim is to cut malaria by 90% globally and eliminate it entirely in 35 more countries by 2030 – saving 10 million lives and averting nearly three billion cases. It's ambitious, and with malaria showing resistance in certain areas around the world, it's not going to be easy. But with exciting new scientific developments, and through partnerships that unlock vital funds to fight these new strains, we know we can do it.

## Our Organisation

Malaria No More UK has been raising support for malaria eradication since 2009 and is the only advocacy organisation in the UK working exclusively to end malaria. Success for us is measured not in our organisational brand or name recognition, but in the tangible progress made towards malaria eradication. We use our influencing, advocacy, and campaign capacities to leverage power across the world, serving as a convener for the many parts of the malaria community to come together to act. Creativity and ingenuity are at the heart of our success, which manifest in our award-winning work such as our Draw the Line campaign. We know how to end malaria, we just need to join all the dots to do it.

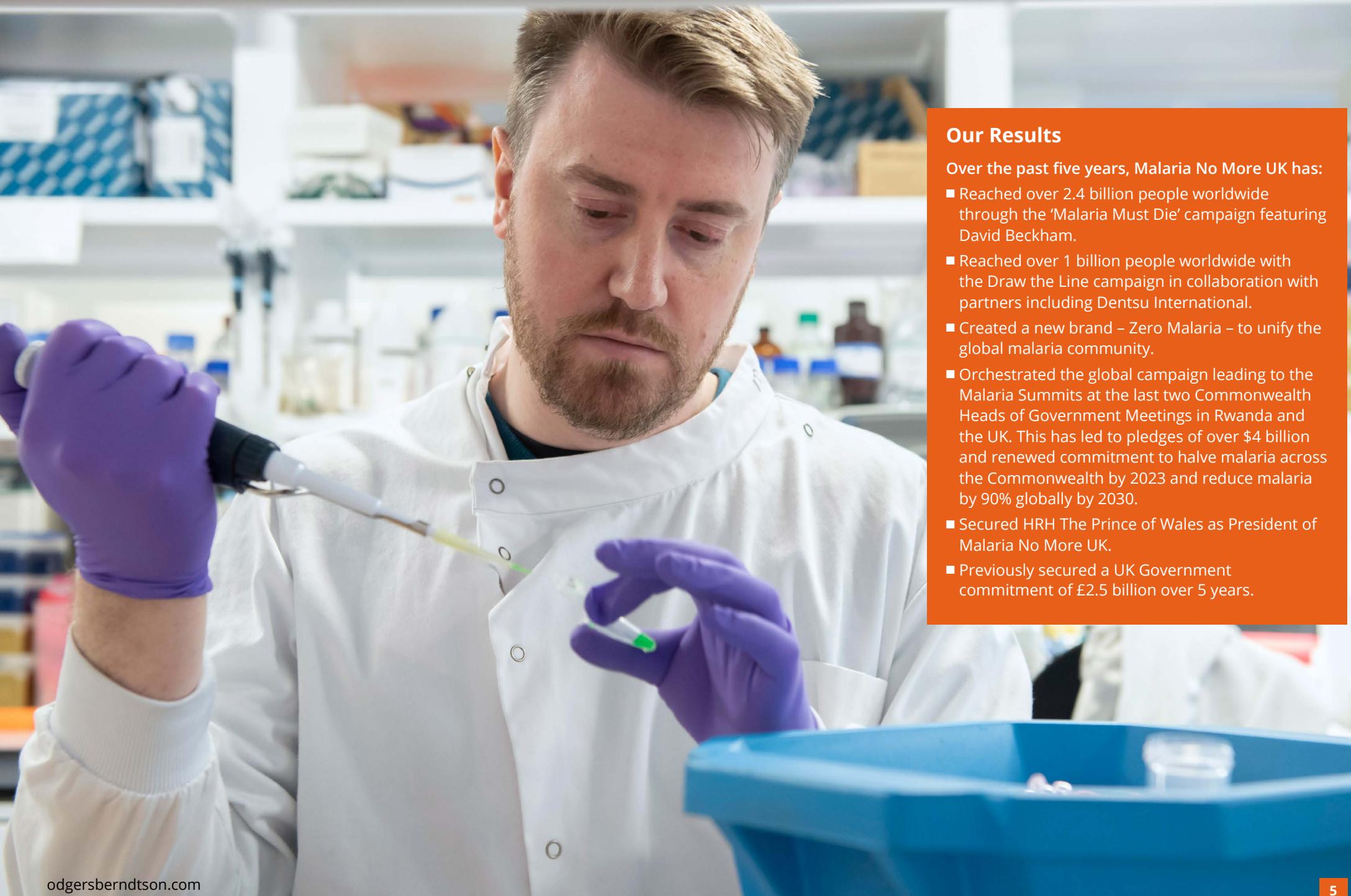
## Our Approach

If you want to change history, you can't do it alone. From businesses and politicians to grassroots organisations, celebrity champions and scientists, we're working with them all to get the job done. We collaborate with and support partners large and small, on the front lines and in government front benches. We work to create a committed network of likeminded and passionate individuals, global organisations, businesses, governments and the public. We build partnerships with those who share our vision of a malaria-free world. Together, we are catalysing the vital funds to make this disease no more.

Our amazing supporters help us bring the public platform needed to end malaria for good. We have Leadership Council members like Eliud Kipchoge, Andy Murray, and David Beckham helping us raise the profile of the fight to end malaria, and partners like the Gates Foundation, Comic Relief, and GSK making our work possible.

Here in the UK, we work with the Government and members of parliament from across the political spectrum, as well as business and civil society, to forge a powerful coalition to end malaria. We also work to raise the issue across the Commonwealth, and have an increasing, effective presence in Africa, recently launching our successful Zero Malaria Campaign Coalitions.





## Our Results

Over the past five years, Malaria No More UK has:

- Reached over 2.4 billion people worldwide through the 'Malaria Must Die' campaign featuring David Beckham.
- Reached over 1 billion people worldwide with the Draw the Line campaign in collaboration with partners including Dentsu International.
- Created a new brand – Zero Malaria – to unify the global malaria community.
- Orchestrated the global campaign leading to the Malaria Summits at the last two Commonwealth Heads of Government Meetings in Rwanda and the UK. This has led to pledges of over \$4 billion and renewed commitment to halve malaria across the Commonwealth by 2023 and reduce malaria by 90% globally by 2030.
- Secured HRH The Prince of Wales as President of Malaria No More UK.
- Previously secured a UK Government commitment of £2.5 billion over 5 years.

# PEOPLE BEHIND MNMUK

**EVERY PERSON BEHIND OUR TEAM IS VITAL TO OUR WORK TO END MALARIA. HERE ARE JUST A FEW OF MANY PEOPLE WE COULDN'T DO WITHOUT...**

## HRH THE PRINCE OF WALES, PRESIDENT

His Royal Highness has long been a supporter of our work and a global champion of the need to end malaria.

He became our President in 2021 and was a key note speaker at our summit in Kigali, saying "...Building on this and [the] last CHOGM summit, I continue to support our collective ambition to halve malaria by 2023. It is encouraging to see that leaders of the Commonwealth will discuss and pledge their support for this campaign and are committed to work towards ending the epidemic of malaria by 2030. I very much welcome this determination and that we are not turning our back on a job unfinished."

## FOUNDING PATRONS

### Peter Chernin

Peter Chernin is Chairman of Malaria No More (US) Board, and Founder of Chernin Entertainment and The Chernin Group.

He founded Malaria No More US alongside Ray Chambers in 2006 with the goal of mobilising the political commitment, funding, and innovation needed to end malaria. He later helped launch Malaria No More UK as a Founding Patron in 2009.

### Simon Fuller

Besides being a Founding Patron of Malaria No More UK, Simon Fuller is owner and Chief Executive of XIX Entertainment and the creator of American Idol. From seeing his father suffer from malaria, and later through his experiences living in Ghana as a child, he saw first-hand how malaria affects people's lives, and developed a personal commitment to the fight to end the disease.

### Ray Chambers

Ray Chambers is a Founding Patron of Malaria No More UK and is the UN Special Envoy for Health in Agenda 2030. Ray Chambers co-founded Malaria No More and has previously been the UN Special Envoy for Malaria and for Financing the Health Millennium Development Goals.





# WE ARE SUPPORTED BY AN IMPRESSIVE AND DIVERSE GROUP OF TRUSTEES, WITH EXPERTISE IN ADVERTISING, POLITICS, SCIENCE AND MALARIA.

## TRUSTEES

### Baroness Sugg

Liz Sugg is Chair of the Board of Trustees. She is a member of the House of Lords and previously Minister at the Department for International Development and Foreign, Commonwealth and Development Office. She served as Director of Operations and Campaigns under Prime Minister David Cameron.

### Andrew Cook

Andrew Cook is a not-for-profit leader, fundraising development and communications specialist with considerable experience of working in executive and non-executive roles, for organisations such as the Red Cross, Oxfam and WaterAid. He currently serves as Executive Director for Income Generation at the Stroke Association in UK. Andrew is also Chair of the Advisory Board for the International Fundraising Congress.

### Sophie O'Connor

Sophie O'Connor is currently Chair of Embark Group, Non-Executive Director of Scottish Widows/Lloyds Banking Group Insurance and Bupa Insurance, and a Trustee of Chance to Shine. She spent 15 years at Bank of America Merrill Lynch after qualifying as an accountant with Ernst and Young. She has an MA in History from Cambridge University.

### Norman Mbazima

Norman Mbazima has worked providing professional accounting and consulting services to the Government, state-owned enterprises, private organisations, and development institutions in Zambia. He also worked at Anglo American Plc in South Africa, as Chief Executive Officer and Chief Financial Officer of major subsidiaries or business units. He is Chairman of Anglo American Platinum Ltd and Zambia Sugar Plc, and sits on the Board of the South African Reserve Bank.

### Feyi Olubodun

Feyi Olubodun is the founder and managing partner at Open Squares, a marketing strategy consulting firm to guide companies entering the African market. Author of 'The Villager: How Africans consume brands'. Previously CEO of Insight Publicis, the largest advertising company in West Africa.

### Sarah Douglas

Former CEO of Abbott Mead Vickers BBDO, one of the UK's largest advertising companies.

### Professor Azra Ghani

Azra Ghani is a Professor of Infectious Disease Epidemiology at Imperial College London.

### Dr David Reddy

Dr David Reddy, PhD, is CEO of Medicines for Malaria Venture (MMV). MMV is a non-profit research foundation that, together with

its partners, has brought forward 13 new antimalarial drugs to malaria-endemic countries, saving an estimated 2 million lives to date.

David has 26 years of experience in the development and commercialisation of medicines for the treatment of infectious diseases. He is also a Board member of the Coalition for Epidemic Preparedness Innovations (CEPI), of the RBM Partnership to End Malaria.

### Dr Eva Thorne

Dr Eva Thorne is Director of Policy and Innovations for the Tony Blair Institute for Global Change, leading a team that focuses on politically actionable research and prototyping on Africa and the 4th industrial revolution, digitalisation for inclusive economic growth, and innovative partnerships across governments and the private sector. Eva has a background of experience working in developing countries with civil society groups, public sector institutions and NGOs on social, environmental and governance issues.

### Dr Linda Yueh

Dr Linda Yueh is an economist, writer and broadcaster. She holds senior positions at Oxford University, London Business School, and the London School of Economics and Political Science. She is an Adviser to the UK Board of Trade and Chair of the LSE Economic Diplomacy Commission.

## LEADERSHIP COUNCIL

### Eliud Kipchoge

The greatest marathon runner of all time, Kenyan athlete and Olympic Gold Medallist Eliud Kipchoge is helping lead the race against malaria. Eliud says: "I am honoured to be on the Malaria No More UK Leadership Council. For too long now, malaria has stolen our lives, it has stolen our time, it has stolen our relatives, our children. I want to make sure that malaria doesn't steal our futures anymore."

In Kenya, thousands of lives are lost every year to malaria. Growing up, Eliud experienced malaria and saw its effects on his local community and the country as a whole. Now, he is relentless in his pursuit of positive change to end this disease for good.

### David Beckham

From our launch at 10 Downing Street in 2009, David Beckham became a dedicated supporter and founding member of our Leadership Council. Malaria disproportionately affects children under five, causing needless suffering and preventable deaths – something that, as a father, David has long been passionate about ending: "No father anywhere should lose a child to malaria."

David has been the face of the Malaria Must Die campaign since 2018, using his platform to raise awareness and amplify the voices of everyone living with the threat of malaria.

### Andy Murray

Becoming a father made Andy Murray determined to play a role in the global fight to end malaria. "It's unthinkable, yet every day more than 800 children lose their lives because of a mosquito bite. In this day and age, this should not be happening. I truly hope that in years to come we can look back and know that we were the generation that helped to end deaths from malaria."

When Malaria No More UK first launched in 2009, Andy became a key supporter and founding member of our Leadership Council. Over the years, he has raised vital awareness, including wearing our logo on his sleeve when he won Wimbledon in 2016.

## PATRONS

### Dame Heather Rabbatts CBE

Dame Heather Rabbatts is an entrepreneur and served as the Non-Executive Director of the FA.

### Andy Ransom

Andy Ransom is CEO of Rentokil Initial PLC.

### Baroness Hayman GBE

Helene Hayman served as MP for Welwyn and Hatfield, and as the first elected Lord Speaker of the House of Lords in the UK Parliament, from 2006 to 2011. She has served in many roles relating to health and medicine and has experience as a board member of many charities and trusts including Cancer Research UK, and served as Board Chair for Malaria No More UK.



# CAMPAIGNS AND BRANDS



MALARIA  
MUST  
DIE *So millions  
can live*

Click to explore some of our content:



# THE ROLE

AS THE CHIEF EXECUTIVE OF MALARIA NO MORE UK, THIS PERSON WILL LEAD AND INSPIRE THE ORGANISATION, CHARTING BOLD PATHS FORWARD AND RALLYING THE ENTIRE TEAM AROUND OUR WORK.

## Role Purpose

Our Chief Executive must bring both the energy and the vision to motivate team members, major partners, and external audiences alike to do all they can to end malaria. They will also embody MNMUK's commitment to shifting the power on aid work across all specialties, fields, and levels, including within our own organisation, and continue to build on implementing that commitment into MNMUK's practice.

## Responsibilities

### Strategy & Delivery

- Design and deliver the overall strategy for MNMUK, which will further its purpose to serve as a unique platform leveraging significant, international power to advance the fight to end malaria.
- Develop the strategy for MNMUK's presence in Africa, with clarity of its purpose and future goals.

### Communications, Advocacy, & Partnerships

- Develop and implement an innovative, integrated communications and advocacy vision across multiple routes.
- Lead the creation of bold, exciting multimedia campaigns that deliver tangible advancements for MNMUK's goals.
- Support and expand the existing successful campaign brands of Zero Malaria and Draw The Line.

- Devise and execute new ways of influencing significant change, particularly through governments and other large-scale entities, such as international organisations and corporate partners.
- Initiate, build, and sustain impactful partnerships for the organisation with exceptionally powerful partners across sectors.
- Foster strong relationships across governments and international organisations at their highest levels.
- Continue to grow MNMUK's strong relationships with leading communication experts and advertising agencies, always remaining on the lookout for new campaign, messaging, and artistic partners.
- Use creative, innovative approaches to engage with MNMUK's major partners in a way that inspires and excites.
- Effectively identify and judge when others, especially powerful partners of MNMUK, are best placed to grab audience attention.

### Growth & Fundraising

- Lead and foster the central fundraising relationships, including with MNMUK's principal donor, the Bill & Melinda Gates Foundation.
- Continue to develop on the secure medium-term funding already in place.
- Cultivate new fundraising relationships for MNMUK, remaining alive to potential opportunities for growth to support MNMUK's continuous ambition to move faster on malaria eradication.

## Internal Leadership

- Unite and rally the Senior Leadership Team (SLT) around MNMUK's strategic priorities.
- Bring a sensitive, equitable, and inclusive leadership style to the position, which can get the best out of everyone they lead and truly recognises the added value of diversity to MNMUK.
- Recruit, retain, and nurture a diverse and motivated SLT, which executes MNMUK's strategy efficiently and collaboratively.
- Communicate openly and collaboratively with the MNMUK board, working in tandem on the strategic direction for the organisation and ensuring good governance.

## Organisational Performance

- Plan for the organisation across multiple years, and deliver plans for high income capacity growth.
- Provide consistent financial stability as a bedrock on which MNMUK can continue to plan.

# THE PERSON

## A SUCCESSFUL CANDIDATE WILL HAVE:

- Exceptional leadership experience motivating and uniting individuals for the purpose of advancing a common cause.
- Genuine interest in the vision and purpose of MNMUK, with commitment to ending malaria.
- An entrepreneurial spirit, with an ability to lead fast-growth organisations, supported by an ambition to consistently aim for and chase greater impact.
- Experience developing and delivering a strong multi-year strategy for an organisation, with both vision and financial stability.
- An understanding of how to lead successful global campaigns, communications, and advertising, as well as how to harness mass communications, advocacy, and influence to deliver significant advances.
- Tested media acumen and understanding of media landscapes, including social media.
- Experience initiating and fostering impactful, long-term external partnerships to significantly strengthen organisational outcomes and reach.
- Broad understanding of the current aid and development landscape, both in the UK and throughout Africa, particularly in respect to local perspectives of effectiveness and ethics.
- Demonstrable commitment to sensitive, equitable, and inclusive leadership.
- Comfort leading through unpredictable circumstances, in organisations often dependent on changing external factors that must be able to pivot quickly in response.
- High emotional intelligence to build, nurture, and inspire a high-performing team that engenders a positive organisational culture.
- High standards of personal integrity and self-awareness.



# APPOINTMENT PROCESS

## Recruitment Timetable

An indicative recruitment timetable for candidates is provided below. Once final dates are confirmed, these will be made available to applicants as soon as possible.

Closing date: **Friday, 16th September 2022**

Interviews with MNMUK: **mid/end of October**

Interviews might be held virtually depending on the restrictions in place due to the Covid 19 pandemic.

## How to apply

In order to apply, please submit a comprehensive CV along with a covering letter which sets out your interest in the role and encapsulates the aspects of your experience relevant to the required criteria.

The preferred method of application is online at:

[www.odgers.com/86526](http://www.odgers.com/86526)

If you are unable to apply online, please email:  
[evie.day@odgersberndtson.com](mailto:evie.day@odgersberndtson.com)

All applications will receive an automated response.

All candidates are also requested to complete an online Diversity Monitoring Form which will be found at the end of the application process. This will assist Malaria No More UK in monitoring selection decisions to assess whether equality of opportunity is being achieved. Any information collated from the Diversity Monitoring Forms will not be used as part of the selection process and will be treated as strictly confidential.

## Personal data

In line with GDPR, we ask that you do NOT send us any information that can identify children or any of your Sensitive Personal Data (racial or ethnic origin, political opinions, religious or philosophical beliefs, trade union membership, data concerning health or sex life and sexual orientation, genetic and/or biometric data) in your CV and application documentation. Following this notice, any inclusion of your Sensitive Personal Data in your CV/ application documentation will be understood by us as your express consent to process this information going forward. Please also remember to not mention anyone's information or details (e.g.: referees) who have not previously agreed to their inclusion.

## Contact details

For a conversation in confidence, please contact:

**Emilia Billett**

[emilia.billett@odgersberndtson.com](mailto:emilia.billett@odgersberndtson.com)

**Sarah Lowndes Jones**

[sarah.lowndesjones@odgersberndtson.com](mailto:sarah.lowndesjones@odgersberndtson.com)

We are committed to ensuring everyone can access our website and application processes. This includes people with sight loss, hearing, mobility and cognitive impairments. Should you require access to these documents in alternative formats, please contact [evie.day@odgersberndtson.com](mailto:evie.day@odgersberndtson.com).

Also, if you have any comments and/or suggestions about improving access to our application processes please do not hesitate to contact us [response.manager@odgersberndtson.com](mailto:response.manager@odgersberndtson.com).





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