

**Malaria No More UK – Global Communications Lead**

---

**Reports to:** Director of Global Communications & Partnerships – with matrix links to Africa Director

**Location:** Flexible – Nairobi, Kigali, Lagos

**Salary:** \$350 - \$500 per day Dependent on experience

**Contract:** Fixed term consultancy contract for 4-6 months

**Hours:** Min 4 days a week

**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.

In February 2021 we launched the campaign Draw The Line Against Malaria to galvanise young people in African countries, to create a sense of a movement to encourage leaders to take accountability and action to move malaria up the political agenda and put pressure on governments to take urgent action to deliver the 2023 Commonwealth Commitment in the run up to and at the Kigali Summit. 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.

**Job summary**

The Global Communications Lead role will work alongside the Global Director of Communications & Partnerships, a Communications and Media team and a global multi-organisational steering group to deliver a new high impact and innovative global campaign (Draw The Line Against Malaria) and support the development and delivery of MNMUK's new Africa strategy. The role will also take a focused lead on developing the media strategy for campaigns and the organisation in African markets, working with PR agencies and the MNMUK media team and consultants. They will also need to align with global and UK media activity and contribute to RBM workstreams on campaigns and media.

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.

### **The main duty and responsibilities are:**

#### **Africa Strategy**

- Support the development and delivery of the Africa strategy, working closely with MNMUK Africa Director, the communications team and programme managers in Kenya and Zambia. The two key communications pillars are:
  - Campaign Communications
  - Local Talent/Champions
- Media engagement: working with the core MNMUK media team (manager and consultant) and three PR agencies in Africa, coordinate and support campaign and MNMUK media opportunities.
- Partner meetings: Working with the Africa Director, Africa strategy lead and programme managers, plan, coordinate and document meetings with key partners and follow-up with key communications related activities in coordination with the communications team.

#### **Country Engagement**

Supporting work activated in Kenya, Zambia and Rwanda. Ensuring that the communications team is aligned and aware of activity and where their support is needed.

- Kenya: Close collaboration with the NMCP to focus on malaria endemic pockets in Kenya, engage more local influencers, establish more women as advocates for malaria related campaigns and messages, collaborate on key malaria related national events, support with the measurement, evaluation and learning (MEL) for the DTL campaign in Kenya.
- Zambia: establish relationships with key partners, support the development of new voices and influencers
- Rwanda: working with Illume PR agency on support of the DTL campaign, attend meetings and develop relationships with key partners.

#### **Campaign communications & media relations work**

- Work with the comms team, partners and PR agencies to deliver the DTL campaign in key markets in Africa, ensuring alignment with country contexts
- Leading development and delivery of media strategies for the organisation and campaigns at regional and national levels
- In particular leading PR and media work across global media with particular focus and adaption key African markets.
- Delivering mass, elite and specialist media coverage on key strategic campaigns and for political advocacy.
- Writing and coordinating media releases and briefings
- Developing and providing PR strategies and plans for key moments, campaigns etc.
- Building expertise and high level relationships with global and African journalists (across news, global health, features, lifestyle, showbiz outlets) across print, digital and broadcast media.
- Working with Head of Creative, Content and using new technologies to develop and support digital-first media and PR campaigns, including influencer activations.

- Support the strategic development of global Talent team including advising on talent in African markets
- Participate in RBM global malaria community workstreams and on occasion represent MNMUK

### **Kigali Summit on Malaria & NTDs (June 2021)**

- Support the communications plans for both DTL campaign and the Summit communications activities.

### **Youth strategy**

Engaging youth groups in Kenya, Rwanda and Nigeria. Working with the communications intern and other members of the communications team to ensure support for the DTL campaign and sustainable and

### **Qualifications, skills and experience**

#### ***Essential***

- A comprehensive knowledge of the global media environments including particularly key African countries
- Strong experience of mass-market PR.
- Sound strategic thinking, planning and organisational skills, with experience developing and executing PR strategies across multiple media platforms and a great portfolio of strong and varied media coverage to show us.
- Good Experience in delivering complex international and national campaigns and of utilising a wide-range of campaigning creative techniques to secure change
- Wide 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 English communication skills.
- Advanced working knowledge of MS Office (Word, Powerpoint, Excel and Publisher
- Must be able to work independently – with minimum supervision and guidance

#### ***Desirable***

- Experience of devising and delivering digital campaign strategies
- Experience in working in global health
- Knowledge of other languages/dialects is an asset.
- Candidates with basic design and layout skills and adept in using Adobe Photoshop and Pagemaker are an added advantage.
- Demonstrated and extensive social media experience

### **Personal Attributes**

- Tenacious, entrepreneurial, high ambition, low ego
- Excellent interpersonal, communication and presentation skills in English, 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.**

**To apply please forward your CV and cover letter detailing how you meet the criteria for this role and why you want to work for us to [recruitment@malariaenomore.org.uk](mailto:recruitment@malariaenomore.org.uk)**