



**malaria**  
**NO MORE**  
united kingdom

**WE EXIST TO MAKE  
MALARIA NO MORE**



# 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 minute. Malaria No More UK's principal mission is to catalyse and inspire global partnerships, dynamic leadership, and innovative financing to help eradicate malaria within a generation. Over the next two years alone the organisation is determined to do everything possible to halve malaria across the Commonwealth and put the world back on track to ending it once and for all. MNMUK passionately believe that the global community must be relentless in pursuing the end of one of humanity's oldest and deadliest diseases, which still steals futures, overburdens fragile health systems, and vastly limits individual and national potential.

This is one fight that can be won, and the focus going forward will be on amplifying and expanding on the achievements of MNMUK's prestigious advocacy and communications campaigns in 2018 – 2021, which reached over two billion people and inspired Heads of Government, CEOs and global changemakers to act.

In February 2021, to support the Zero Malaria Starts with Me movement, MNMUK 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. The campaign aims to put pressure on governments to take urgent action to deliver the 2023 Commonwealth Commitment, ensuring malaria is halved in the next 3 years and make it 90% eliminated by 2030. In 2018, at the time of the London Malaria Summit, the organisation launched the Malaria Must Die campaign and have subsequently created three unique campaigns that have supported global and UK advocacy objectives featuring our long-term supporter David Beckham, a founding member of the Malaria No More UK Leadership Council.

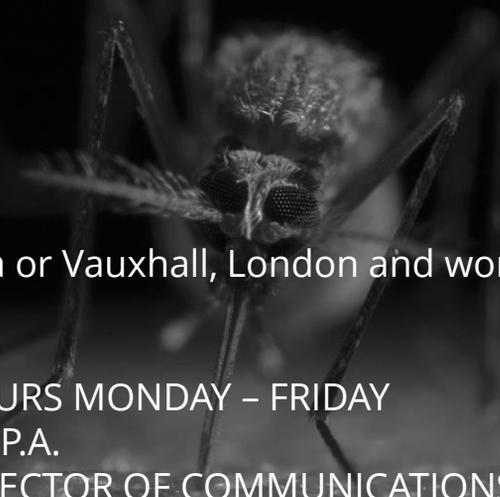
## CAMPAIGNS AND BRANDS



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# HEAD OF AMBASSADOR RELATIONS & PR



**LOCATION:** Nairobi, Kenya or Vauxhall, London and working from home (Hybrid working)

**CONTRACT:** PERMANENT

**HOURS:** FULL TIME 35 HOURS MONDAY – FRIDAY

**SALARY:** £57000 - £67000 P.A.

**REPORTS TO:** DEPUTY DIRECTOR OF COMMUNICATIONS

## ROLE SUMMARY

MNMUK is seeking a truly inspiring and highly influential Head of Ambassador Relations and PR who can envision the bigger picture and lead the high-profile individual strategy and PR plans across the African continent and in the UK. This pivotal position will help leverage first-class, high-impact campaigns in key African countries, the UK and beyond.

The Head of Ambassador Relations & PR will lead the development and delivery of the MNMUK's high-profile supporters strategy. This includes leading MNMUK's work with an extraordinary group of Global, African and UK VVIPs, celebrity champions and digital influencers, including the new President of Malaria No More UK, His Royal Highness, The Prince Of Wales; global superstar David Beckham; Nigerian singer and activist Yemi Alade; and Kenyan Olympic Gold Medallist Eliud Kipchoge. MNMUK are proud to be known for being bold and courageous in approach and a significant thought leader in the global malaria community, unlocking unique possibilities for sustainable value and lasting change.

This role will manage an Ambassador Relations engagement team comprising of an AR & Influencer Officer, consultants and will support the team in Nairobi to manage high profile supporters in Kenya.

## ROLE SUMMARY (CONTINUED)

The role will also be responsible for managing the organisation's media resources, PR agencies and consultants (in the UK, Kenya and other African countries) and will work closely with the advocacy, partnerships and programmes teams in the UK and Kenya. Working closely with the Deputy Director of Communications, the post holder will be responsible for managing the delivery of mass, elite and specialist media coverage, with a particular focus on building opportunities for key ambassadors, influencers and high-profile supporters for the strategic campaigns and political advocacy.

With the wider communications team and a global multi-organisational steering group, this role will play a senior role in supporting the delivery of a new high impact and innovative global campaign (Zero Malaria - Draw The Line Against Malaria) and support the development and delivery of MNMUK's new Africa strategy. The postholder will also work with the Deputy Director of Communications and the RBM Partnership to End Malaria, aligning with global activity, media work and messaging.

Together with the Digital, Creative and Content team, this role will develop and deliver PR strategies for the organisation and campaigns at global, regional and national levels, and will work with the Head of Creative, Digital and Content, to build a network of communications agencies, including PR agencies, media owners and others on a pro or low-bono basis to help support the campaigns.

This is a senior leadership position in the communications team and the role is responsible for contributing to strategy development, budget planning, workstream plans, grant proposals and people management. The postholder will also contribute to the team mechanics and management, deputising for the Director or Deputy Director on occasion, including helping to run team meetings and planning days for the team. The postholder needs to be astute in developing mutual cooperation across internal and external groups driving towards common goals and greater collective achievement; with strong networking and external stakeholder management experience, the person will have the ability to drive engagement with a variety of partners and stakeholders from communications, commercial and into civil society.

## KEY RESPONSIBILITIES

- Create and deliver MNMUK's global ambassador relations strategy, including being day-to-day contact for key high-profile individuals and recruitment of new supporters in consultation with colleagues and global partners.
- Advise and support colleagues on relationship development and management of high-profile individuals in both the UK and African markets.
- Create and deliver bespoke plans for high-profile supporters in consultation with internal MNMUK teams and global partners – finding the right leadership and profile opportunities that will further the objectives of the malaria community.
- Sell MNM UK and associated campaigns to high profile celebrities, their managers, publicists, key decision-makers, influential individuals and their wider networks.
- Leading the development and delivery of PR and media strategies for the organisation and campaigns at global, regional and national levels, with a particular focus and adaptation into UK and African markets.
- Working with Head of Creative, Content and using new technologies to develop and support digital-first PR campaigns, including influencer activations.
- Working with the Media Manager and our Africa Director to recruit and manage PR agencies as part of the development of MNMUK Creative Collective – including working to established model of securing pro/ low bono support.
- Line management of an AR & Influencer Officer, a Media Manager based in the UK as well as overall responsibility for management of PR agencies and consultants based in the UK and African countries.

# PERSON SPECIFICATION:

## Essential:

- Significant experience of managing high profile individuals and celebrities including working with agents and wider teams.
- Strong experience of devising and delivering PR campaigns featuring high-profile talent and celebrities that deliver results.
- A tenacious, ambitious and talented communicator with knowledge of global media environments including particularly UK, Pan-African/ global media and priority African countries.
- Experience developing and executing mass-market PR strategies across multiple media platforms and a great portfolio of strong and varied media coverage to show us.
- Expertise and detailed understanding of political advocacy communications and change-making.
- Understanding of monitoring and evaluation systems and how to utilise research effectively.
- Significant experience working in a busy, high-pressured press office, marketing/PR agency or similar environment.
- Demonstrated ability to meet deadlines and make decisions on what to prioritise when working under pressure on a number of projects.
- Experience of managing a team in different geographical locations.
- Ability to travel, potentially at short notice.

## Desirable:

Lived personal malaria experience.

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 Manager / Director.

## Staff benefits include:

- 10% employer pension contributions
- 28 days' annual leave plus national holidays for the country of residence
- Private Health Insurance may be available for non-UK residents depending on country of residence
- Professional training & qualification subsidy



**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](mailto:recruitment@malarianomore.org.uk)

**CLOSING DATE: 11<sup>TH</sup> JANUARY 2022**

**FIRST INTERVIEWS: W/C 17<sup>TH</sup> JANUARY 2022**

If you would like to discuss anything about the role before applying, please email as above.