



Job Description

Senior Digital & Content Manager

Reports to: Head of Communications

Location: Hybrid with 1 day per week or fortnight approx. in shared work-space

Contract: Permanent

Salary: £55,000-£60,000

Hours: Full Time - 35 hours/ week

About Malaria No More UK

We exist to end malaria, together. Malaria is preventable and treatable — yet a child still dies every minute from this disease. At Malaria No More UK, we refuse to accept this.

Through targeted influencing communications, bold partnerships and political advocacy, we mobilise the leadership, funding and innovation needed to end malaria in our lifetimes.

We work to protect G7 ODA budgets for malaria and unlock new financing opportunities that accelerate progress toward a malaria-free world.

We specialise in generating high-impact communications that amplify the voices of scientists, economists, celebrity ambassadors, African business leaders, creators and those on the front lines of the fight against malaria. Together, we make malaria impossible to ignore.

At a time of uncertainty for international development and malaria financing, this work has never been more vital. The future of the malaria fight is being shaped now — and with the right leadership, creativity and advocacy, we can secure the investment needed to end malaria in our lifetime, saving lives and unlocking billions in shared growth and prosperity.

The Role

The Senior Digital and Content Manager leads the development and delivery of Malaria No More UK's digital content strategy — shaping how we inspire action, influence decision-makers and elevate diverse voices to drive progress against malaria.

This is a pivotal role at a pivotal moment. You'll design and deliver a digital engagement strategy that advances our advocacy and policy change goals, responds to the fast-moving communications landscape, and builds understanding, belief and momentum for investing in the fight to end malaria.

Combining strategic thinking, creative storytelling and digital innovation, you'll position Malaria No More UK as a bold, credible and solutions-focused voice in the global malaria fight. Managing

one staff member (Digital Engagement Officer), you'll collaborate across the organisation to ensure our digital strategy delivers measurable influence and impact — while staying true to our brand voice: togetherness, momentum and possibility.

The average day in this role will be changeable, so being flexible and good under pressure is essential. From crafting last minute social storytelling posts, to overseeing creative content work being developed, looking ahead to create strategic plans for major events and campaigns coming up, to feeding back on creative work and liaising with multiple partners for sign off. It is a fast-paced role that requires a can-do approach.

Key Responsibilities

Strategic Leadership

- Lead the development and execution of Malaria No More UK's digital content strategy, aligning it with organisational priorities and malaria advocacy goals.
- Build digital capability across the organization.
- Shape a cohesive digital narrative that brings together science, economics, innovation and lived experience, highlighting the people and ideas driving progress against malaria.
- Position Malaria No More UK's digital storytelling to make a compelling case for investment: to end malaria in our lifetime, save lives and unlock billions in shared growth and prosperity.
- Develop digital strategies that turn uncertainty in malaria financing into opportunities for leadership, influence and renewed commitment.
- Define objectives and KPIs for digital engagement, measuring reach, influence and impact across key audiences and contributing to internal and funder reporting.
- Actively contributes to strategy development across international and UK campaigns, championing the role of digital communications and ensuring creative, impactful approaches are integrated from the outset.

Content Creation, Storytelling and Publishing

- Help drive the creation of powerful, multi-channel content that communicates urgency, possibility and impact, ensuring every story moves audiences to act.
- Collaborating with colleagues to work with scientists, celebrity ambassadors, economists, African business leaders, people with lived experience and creators to share diverse, authentic stories that reinforce the case for investment in ending malaria.
- Oversee the content calendar, ensuring effective planning and delivery across overlapping communication priorities.
- Act as the interface between colleagues writing reports and publications, and the Digital Engagement Officer and designer — ensuring best practice in publishing and digital production.
- Work with creative agencies and partners to produce digital content that supports major advocacy and policy milestones.
- Uphold Malaria No More UK's brand voice and values, ensuring inclusivity, dignity and authenticity in all communications.
- Oversee the organisation's three brand websites and various campaign sites, including content, performance, and maintenance.

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

Collaboration and Leadership

- Manage and mentor the Digital Engagement Officer, fostering creativity, learning and professional growth.
- Manage freelance designers and video editors to deliver high-quality digital assets.
- Along with the Head of Ambassador Relations & Creative Partnerships, build and maintain relationships with digital influencers, media partners and creative collaborators in the malaria and development space.
- Actively collaborate across teams, ensuring alignment between digital activity, policy priorities and fundraising opportunities.

Innovation and Insight

- Stay ahead of emerging digital trends, tools and technologies — including AI — that can amplify influence and advocacy impact.
- Use data and audience insights to refine approaches and inform decision-making.
- Champion ethical, inclusive and human-centred storytelling that reflects the strength, innovation and leadership of those driving the malaria fight.

Experience, Knowledge and Skills

We're looking for a creative digital strategist who can turn ideas into impact. Someone who combines sharp technical know-how with a flair for storytelling, collaboration and purpose-driven campaigning.

Essential

- Proven experience leading digital communications and content strategies across multiple platforms to deliver measurable impact.
- Strong ability to translate complex issues into engaging, shareable content tailored to diverse audiences.
- Demonstrated success managing digital campaigns that drive awareness, engagement and action.
- Experience working collaboratively within multi-disciplinary or cross-regional teams, aligning digital outputs with advocacy and fundraising goals.
- Excellent project management and organisational skills, with the ability to manage multiple priorities and deadlines.
- Strong understanding of analytics, SEO and social insights, using data to refine and optimise performance.
- Outstanding written and verbal communication skills, with attention to detail and brand consistency.
- Commitment to building internal digital capability and confidence across teams.
- Experience mentoring, managing or supporting staff and creative partners.
- Experience managing and updating websites.
- Experience in overseeing and potentially delivering paid digital advertising campaigns
- Expertise and enthusiasm for social media storytelling and channels

Desirable

- Experience working within international development, global health or advocacy contexts.

- Familiarity with paid media, digital advertising or content partnerships.
- Understanding of accessibility standards and inclusive design principles.
- Experience supporting colleagues' professional development in digital communications.
- Working knowledge of CRM systems (e.g. Salesforce) and digital reporting tools (e.g. Google Analytics, Sprout Social).

MNMUK recognises the value of a team in which people from diverse backgrounds can 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 not exhaustive and may be amended over time in consultation with the Head

Staff benefits include:

- 10% employer pension contributions
- 28 days' annual leave plus national holidays
- Additional days off over the Christmas to New Year period when the office is closed
- Professional training & qualification subsidy
- The opportunity to lead digital storytelling and engagement that influences the global malaria fight
- A collaborative, creative and mission-driven team culture.
- Opportunities for international travel, learning, development and global collaboration

To apply, please send your CV and a covering letter explaining how your skills and experience match our requirements and why you want to work for us to: tom.shore@malarianomore.org.uk

Closing Date: 16 November 2025