

JOB DESCRIPTION

Job title:	Senior Communications Officer	Location:	London, UK
Department:	External Relations	Length of contract:	Permanent
Role type:	National	Grade:	8
Travel involved:	Up to 10%	Child safeguarding level:	4
Reporting to:	Senior Content & Communications Manager	Direct reports:	None
Dotted Line Manager	N/A		

Organisational background

Established in 2003, Malaria Consortium is one of the world's leading non-profit organisations specialising in the comprehensive prevention, control and treatment of malaria and other communicable diseases among vulnerable and under privileged populations. We increasingly find our work on malaria can be effectively integrated with other similar public health interventions for greater impact and therefore expanded our remit to include child health and neglected tropical disease interventions.

We work in Africa and Asia with communities, governments, academic institutions, and local and international organisations, to ensure effective delivery of services, which are supported by strong evidence.

Our areas of expertise include:

- disease prevention, diagnosis and treatment
- disease control and elimination
- systems strengthening
- research, monitoring and evaluation leading to best practice
- behaviour change communication
- national and international advocacy and policy development

Job purpose

The post holder will be responsible for creating timely, compelling and targeted content that aligns with the overarching external content strategy, seeking the optimal dissemination channels to position the organisation with key stakeholders. This will include working with project/programme teams to capture and communicate progress, results and learning, drafting blogs, press releases and newsletters, developing targeted messaging and playing a leading role in delivering communications campaigns.

The post holder will also seek to ensure that our external content speaks to philanthropic audiences, ensuring the impact of our work and perspectives from communities is articulated and shared in the most effective way and support with the formulation and delivery of stakeholder events.

Scope of work

The post holder will play a pivotal role in crafting timely, compelling, and targeted content that aligns with the overarching external content strategy. This includes identifying and leveraging the most effective dissemination channels to strategically position our organisation with key stakeholders.

Collaboration with cross-functional teams is a cornerstone of this role. The post holder will work closely with these teams to capture, distil, and communicate progress, results, and lessons learned in an informative and engaging way that supports the positioning of Malaria Consortium for future funding. They will also provide remote and in-person support to country teams to undertake content capture activities as needed.

The post holder will have excellent writing and editing skills across a range of outputs and understand the differing styles and tones needed for a variety of stakeholder audiences. They will take a leading role in conceptualising, planning, and executing communications campaigns, taking a proactive approach to amplify our organisational messaging and initiatives. Additionally, the post holder will provide essential support in the planning, formulation, and execution of stakeholder events, contributing significantly to their success and reinforcing positive relationships with key stakeholders.

They will feed into wider efforts to assess the effectiveness of communication efforts, making recommendations for adjustments to strategies and approaches to enhance overall impact and reach and stay abreast of emerging trends and best practices, able to apply new knowledge to enhance the quality and impact of our external content and ensuring we remain at the forefront of effective communication strategies.

Key working relationships

The post holder will work closely with the Senior Content & Communications Manager, Senior Publications Officer and wider External Relations team to implement a cohesive content strategy. They will also work with members of the technical team and country project managers to ensure the scope of Malaria Consortium's work is appropriately represented. Externally, with oversight from the Head of ER and/or the SCCM, the post holder will also engage with networks, selected partners and the media.

Key accountabilities (percent of time spent on each area)

Gathering content, writing, managing outputs (55%)

- Work closely with the SCCM on strategic planning, taking into account organisation-wide activities to ensure effective positioning for the organisation.
- Lead in the planning, writing and editing of high-quality outputs for all platforms, including blogs, web content, news/press releases, photo stories to highlight the impact of Malaria Consortium's work and strengthen Malaria Consortium's visibility and brand.
- Develop targeted messaging strategies that resonate with diverse audiences, ensuring consistent and impactful communication across various channels.
- Provide support to project teams to capture images and stories from programme implementation for donor deliverable outputs or general use, where these align with External Relations' content strategy and plans.
- Work with wider ER team to support the dissemination and visibility efforts with key national, regional and global audiences.
- Oversee the appointment and deliverables of external consultants where needed (e.g. photographers).
- Identify opportunities to highlight the organisation's results and impact, generate data, evidence and materials on specific technical areas to support engagement with donors and other key audiences.

- Provide ongoing monitoring and evaluation of communications activities, including media and online platforms to continuously improve the quality of outputs, utilising data-driven insights to refine strategies and optimise campaign performance.
- Develop and deliver e-newsletters and in-house External Relations team updates.
- Support with management of Malaria Consortium’s photo library with the Creative Designer and keep it updated, act as a key point of contact for photos for staff worldwide.
- Pursue collaboration with other groups with shared aims to stay up to date with other developments, and feed back into MC’s own outputs as appropriate.

Developing and running communications campaigns and engagements (30%)

- Conceptualise and execute comprehensive communications campaigns to promote organisational initiatives and messages effectively.
- Lead cross-functional team collaboration to align campaign objectives with organisational goals, leveraging diverse perspectives and expertise for cohesive execution.
- Identify and utilise optimal dissemination channels, including social media, email marketing, press releases, and other platforms, to maximise reach and engagement.
- Provide support in the formulation, planning and execution of digital and in-person stakeholder events.
- Work with the Policy and Advocacy Manager and other relevant colleagues in understanding the advocacy landscape aligned to Malaria Consortium’s strategic direction and seek opportunities for collaborative campaigns with partners and other key stakeholders with common goals, including national and regional networks in sub-Saharan Africa and Asia.
- Work with the fundraising team to support and ensure alignment between fundraising campaigns and other communications activities.
- Monitor and evaluate the effectiveness of campaigns.

General ER support 15%

- Provide editing and proofreading support to the Business Development team as required.
- Work with the SCCM to support the production of Malaria Consortium’s Impact Report and other organisational outputs as required.
- Stay abreast of emerging trends and best practices in communications to drive innovation and ensure the organisation remains at the forefront of effective engagement.
- Contribute to the team’s ongoing and annual planning, assisting with the smooth running of team systems and processes.
- Support with team procurement activities as needed.

Person specification

Qualifications and experience:

Essential:

- Degree in communications, journalism, international development or other relevant discipline or equivalent professional experience.
- Exceptional oral and written communication skills, including writing strategies, long form content, briefing papers, concept notes, use of social media, etc.
- Demonstrable ability to synthesise complex technical information and convey messages to diverse audiences.
- Strong analytic, strategic thinking, and planning skills.
- Ability to take initiative and manage assignments from concept to completion.
- Strong interpersonal skills and ability to interact effectively and thoughtfully with all levels of associates, including senior management, stakeholders and donors.

- Good experience and knowledge of effective dissemination of high-quality communications outputs.
- Good experience of the use of digital technology for external engagement.
- Experience of organising digital and in-person events.

Desirable:

- Substantial relevant experience in an international development NGO.
- Familiarity with public health programmes, international development, communicable disease control or malaria control programmes.
- Experience of project management, particularly in a similar context.
- Familiarity working with different media outlets (photography, film, TV, radio, newspapers, etc.) for communications purposes.

Work-based skills:

Essential:

- Fluent in English, written and spoken.
- Excellent organisation, planning, communication and follow-up skills.
- Proven skills in writing, editing, proof reading and research, with excellent attention to detail.
- Proven ability to co-ordinate and build good working relationships with teams, fostering open communication, as well as ability to work independently and take initiative.
- Familiarity with website content management systems.
- Ability to develop productive relationships with external stakeholders
- Excellent organisational and time management skills.
- Strong skills in using Microsoft Office programmes (especially Word, Powerpoint and Excel).
- Ability to prioritise and manage multiple projects with conflicting deadlines.
- Experience representing organisation at external events and in networks.
- Willingness to travel for up to two weeks at a time to partner countries.

Desirable:

- Familiarity with using Shorthand (digital publishing platform)
- Experience in using a CRM to support targeted communications and improve stakeholder mapping activities.
- Good knowledge of design and print production and experience in coordinating the development of materials (e.g. annual reports, brochures).
- Ability to read/write French and/or Portuguese.

Core competencies:
Delivering results
LEVEL C - Supports others to achieve results <ul style="list-style-type: none"> ✓ Displays a positive and enthusiastic approach and is not deterred by setbacks, finding alternative ways to reach goals or targets. ✓ Supports others to plan and deliver results ✓ Supports others to manage and cope with setbacks.
Analysis and use of information
LEVEL B- Uses evidence to support work <ul style="list-style-type: none"> ✓ Identifies and uses various sources of evidence and feedback to support outputs ✓ Uses evidence to evaluate policies, projects and programmes ✓ Identifies links between events and information identifying trends, issues and risks ✓ Ensures systems are in place to address organisation needs.
Interpersonal and communications
LEVEL C- Adapts communications effectively <ul style="list-style-type: none"> ✓ Tailors communication (content, style and medium) to diverse audiences ✓ Communicates equally effectively at all organisational levels ✓ Understands others' underlying needs, concerns and motivations and communicates effectively in sensitive situations ✓ Resolves intra-team and inter-team conflicts effectively.
Collaboration and partnering
LEVEL B- Collaborates effectively across teams <ul style="list-style-type: none"> ✓ Proactive in providing and seeking support from expert colleagues ✓ Raises difficult issues with teams/ partners and stakeholders with a view to positive resolution ✓ Proactive in building a rapport with a diverse range of people.
Leading and motivating people
LEVEL B- Manages own development and seeks opportunities <ul style="list-style-type: none"> ✓ Actively manages own development and performance positively ✓ Learns lessons from successes and failures ✓ Seeks and explores opportunities within Malaria Consortium which develop skills and expertise.
Flexibility/ adaptability
LEVEL B – Remains professional under external pressure <ul style="list-style-type: none"> ✓ Able to adapt to changing situations effortlessly ✓ Remains constructive and positive under stress and able to tolerate difficult situations and environments ✓ Plans, prioritises and performs tasks well under pressure ✓ Learns from own successes / mistakes
Living the values
LEVEL B- Promotes Malaria Consortium's values amongst peers <ul style="list-style-type: none"> ✓ Shows a readiness to promote Malaria Consortium's values amongst peers ✓ Promotes ethical and professional behaviour in line with Malaria Consortium's values.
Strategic planning and thinking and sector awareness
LEVEL B - Is aware of others' activities and vice versa in planning activities <ul style="list-style-type: none"> ✓ Takes account of team members and others workload when planning. ✓ Maintains awareness of impact on other parts of the organisation, keeping abreast of other's activities, objectives, commitments and needs ✓ Has a good understanding of the sector in which Malaria Consortium works.