

## Candidate information pack: Content Manager (2-year contract)

### Context & Purpose

Leading on a two-year project to integrate and redevelop our online presence, this new role will manage the creation and curation of digital (e.g. web and email) and print content, so we are accurate, user-focused and evidence-based. A role in our Communications and Engagement team, this person will report into the team Director and will work closely with all areas of the organisation.

### Reports to

Director of Communications and Engagement. Manages the Web and Digital Projects Manager.

### Responsibilities

- Managing the design and creation of accessible, multi-lingual and user-centred on- and offline content.
- Ownership of the Meningitis Research Foundation and Confederation of Meningitis Organisations (CoMO) content library, curating it to ensure accuracy, relevance, and ROI. Includes the management of global toolkits for World Meningitis Day and World Immunization Week, as directed by the campaign lead.
- Implement and evaluate the Meningitis Research Foundation and CoMO content management process and architecture – mapping, standards, documentation, monitoring and evaluation.
- Support teams across the organisation to deliver accessible and user-centred content, meeting user needs and maintaining consistent standards (including WCAG for accessibility and on-page SEO best practice).
- Manage the internal and external review process, to ensure representative user insight is a core guide.
- Understand the role of different content formats and how they drive use and engagement (web, social, video, print).
- Work with all teams to design and iterate content (including multi-lingual), in-line with brand standards, including on tone of voice.
- Work with the website technical manager to integrate the Meningitis Research Foundation and CoMO web presence, to ensure a clear, user-centric digital offer including feeding requirements into the development road map.
- Project lead the Meningitis Research Foundation and CoMO web redevelopment project, working with the Web and Digital Projects Manager, from supplier selection to launch.

### Experience

All applicants must have recent and relevant experience in the following areas:

- Managing online content, including best practice on accessibility, SEO and UX.
- Project management, including stakeholder engagement (internal and external).
- Taking content ideas from concept to launch, evaluation and optimisation, including style and format.
- Excellent attention to detail, with strong writing and proofing skills.
- Agency selection and management.
- Most importantly, you must have a track record of showing substantial, sustained growth in digital content use because of your ability to shape, manage and deliver engaging, accurate, on-brand informational content.

## Location

Remote or hybrid (Bristol office).

## Annual salary

£40,000 p/a FTE including 2% employee pension contribution + 6% employer pension contribution. Paid in arrears on or around 25<sup>th</sup> of each month.

## Contract type

Two-year fixed term. This post is currently funded from reserves. If funding allows, the post could be made permanent following the end of this contract.

## Hours of work

36.25 hours between 8.00 am to 6.00 pm Monday to Friday (open to flexibility on hours). Occasional unsociable hours.

## Annual leave

25 days + statutory & public holidays. The Charity's holiday year runs from 1<sup>st</sup> April to 31<sup>st</sup> March.

## About Meningitis Research Foundation

Meningitis Research Foundation is an international health charity headquartered in the UK, driven by a passionate mission to prevent the devastating impact of meningitis. Founded by individuals whose lives were profoundly affected by meningitis, we are dedicated to enabling positive change by uniting people and knowledge to save lives.

The Confederation of Meningitis Organisations (CoMO) is our worldwide network of people and groups who are driven by a shared purpose to defeat meningitis. By coming together to share their diverse experience and expertise, they are a formidable global force against this life-threatening condition.

We are currently a medium-sized charity with 30+ staff and an average of £2-£3million income each year.

## Our values

### **We are evidence-led**

We pride ourselves on being grounded in facts. Research and evidence are at our core and remain essential to our work today – guided by our panel of scientific advisors and disease specialists. This approach ensures we provide considered responses to the challenges brought about by the disease, wherever they may be found.

### **We operate with integrity**

To the people we support and work with, we are a trusted source of information and learning. We weigh all of the evidence and operate with openness and transparency to exceed expectations and

deliver the best services and responses - be that helping a family or working with health organisations around the world.

**We pursue our goals with determination**

We will not stop until we defeat meningitis. We will relentlessly seek answers, work tirelessly with purpose and are driven by those we help. Our dedication enables the best modern science, research and on-the-ground learning to work in the positive interests of individuals, families and communities impacted by meningitis and septicaemia, both here in the UK and in communities around the world

**We are a passionate advocate**

We are a united voice against meningitis and septicaemia and a dedicated champion for those it affects. We exist to ensure that the voices of our members, supporters and those impacted by meningitis and septicaemia in the UK and around the world, are heard and not forgotten. We are highly focused in our work and inform and advise health policy and practice, driven to make a contribution to reducing the burden of the disease and its aftermath.

**We collaborate to make progress**

We believe in partnership and collaboration. Whether we are supporting individuals and families who have been impacted by the disease, working with international funding partners or supporting on-the-ground health teams working in challenging environments, we combine resources and expertise to deliver the very best results. We share the knowledge we've gained through more than 30 years of work to support and enable those impacted by or battling to defeat the disease.

**We act with compassion**

We are driven by the stories of those we work for and with. We care deeply, listen and take the best action for each unique circumstance. Whether it's providing direct support, finding the right information, or campaigning for the change that will make a real difference.

## About meningitis

Meningitis is a devastating and debilitating illness.

Meningitis is the swelling of the lining around the brain and spinal cord (the meninges) and is usually caused by a bacterial, fungal or viral infection. Sepsis is blood poisoning caused by the same germs. Meningitis and sepsis can kill in hours. Meningitis can strike anyone at any time, but some people are particularly at risk because of age, living in crowded conditions and immune deficiencies such as HIV. Babies, children and young adults are some of the groups most at risk of meningitis.

Every year, there are more than 2.5 million cases of bacterial and viral meningitis around the world.

1 in 10 people who get meningitis will die.

Bacterial meningitis is the deadliest form of meningitis, with the World Health Organization estimating that around 1 in 6 people who get it will die.

Around half of all deaths from meningitis will be in children under 5.

Across the world, bacterial meningitis leaves 1 in 5 people with lifelong disabilities. These include hearing loss, brain damage, limb loss and epilepsy.

## Application process

All candidates are requested to submit a letter stating why you think you are suitable for this role and an accompanying CV.

Applications are particularly encouraged from candidates that may previously have, or feel like they have, experienced being excluded from generally advertised roles due to their gender, ethnicity, disability status or sexual orientation.

**The final closing date for completed applications is 5pm BST on 3<sup>rd</sup> May. Interviews will take place on a rolling basis and, if we find a suitable applicant before the deadline, we may close this vacancy earlier.**

Interviews will be via Teams. Candidates with individual access or disability support requirements are encouraged to communicate their needs, to enable appropriate support to be provided throughout the interview process.

If you have any questions, or would like to discuss the role further, please contact Elaine Devine ([elained@meningitis.org](mailto:elained@meningitis.org)).

Please return applications via e-mail to [elained@meningitis.org](mailto:elained@meningitis.org).

Meningitis Research Foundation is committed to safeguarding, and any advertised role will require references and confirmation of your identity will be undertaken. Following receipt of satisfactory references, the successful candidate will be able to start work soon after receiving their offer of employment.