

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 new 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 (MRF) 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 leads.
- Implement and evaluate the MRF 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 MRF and CoMO web presence, to ensure a clear, user-centric digital offer including feeding requirements into the development road map.
- Project lead the MRF 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 25th 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 1st April to 31st March.

About Meningitis Research Foundation (MRF)

Over the past 30 years, MRF has developed into the world's leading meningitis charity working in the UK and internationally to defeat meningitis wherever it exists.

Our vision is of a world free from meningitis and septicaemia. A world where effective vaccinations can protect everyone. A world where people who do get the diseases get the most effective diagnosis and treatments possible. A world where people affected and their families have the best support and information.

To achieve this, we bring together people and expertise, linking patient experience, research, policy and practice. We do this by supporting research into effective vaccines, diagnostics and treatments. We share results of the research with the public, health care professionals and research networks to raise awareness of what they can do to increase personal, family and community protection, optimise treatments and strengthen health systems. We provide direct support to people and families affected. We believe that working in partnership, the knowledge, experience, skills and finance available from the private sector are essential to achieving long term and sustainable impacts. We fundraise, inform and educate.

Our flagship work includes:

- Being a member of the WHO Technical Task Force to [defeat meningitis by 2030](#).
- Running the [Confederation of Meningitis Organisations](#) (CoMO) which represents over 115 like-minded members in more than 50 countries.
- Hosting a one stop shop for the best data for modelled estimates on burden of meningitis called the [Meningitis Progress Tracker](#), now used over 50,000 times in more than 100 countries.
- Co-leading on the advocacy and engagement pillar of the new global road map with UNICEF.
- Providing a secretariat support function for the [Global Meningitis Genome Partnership](#) building on the establishment of the Global Meningitis Genome Library.
- Delivering an internationally renowned [research conference](#) every 2 years showcasing latest cutting-edge research on meningitis from around the world.

- [Funding research](#) into meningitis, especially related to genomics and the lifetime impact of meningitis.

We are currently a medium sized charity with around 30 staff and an average of £2-£3million income each year but with a belief that there is potentially to grow from this historic base using the potential of the new global roadmap and our increased UK and international profile.

Our values

Our values are extremely important to us and mean far more to us than words on a page.

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.

If you have read and understand these values and they appeal to you they are a good indicator of what it is like to work at MRF. If these are not your values, we encourage you to seek work with another employer whose values better match yours.

More information can be found on the MRF [website here](#).

About meningitis

Meningitis and septicaemia are serious, life-threatening illnesses. Meningitis is the swelling of the meninges, which is the lining around the brain and spinal cord, caused mainly by germs entering the body. Septicaemia is blood poisoning caused by the same germs that can cause meningitis and this blood poisoning causes sepsis. Meningitis and septicaemia can kill in hours. Anyone, anywhere of any age can get meningitis and septicaemia, although some people are at higher risk than others.

Together, meningitis and neonatal sepsis (sepsis in babies under 1 month old when it is difficult to distinguish from meningitis) are the world's second biggest infectious killer of children aged under 5. They kill more under 5's than malaria as well as being a leading cause of moderate to severe intellectual disability worldwide.

The impact of the disease can be devastating for individuals and families. When we ask them what they want us to do on their behalf, families commonly say "Please make sure no one else has to go through what we have".

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 6th October. 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 are likely to be in person, in our offices in central Bristol. Candidates should be prepared to travel if necessary to attend an interview. Travel expenses will be reimbursed and candidates with individual travel, access or disability support requirements are encouraged to communicate their needs to enable appropriate support to be provided to ensure access to interviews.

If you have any questions, or would like to discuss the role further, please contact Kim Dowman via kimd@meningitis.org.

Please return application via e-mail to kimd@meningitis.org.

MRF 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.