

Candidate information pack: Ambassador program manager

Context

Meningitis Research Foundation is an international health charity headquartered in the UK, driven by a passionate mission to combat 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.

We have been supporting families and individuals affected by meningitis and septicaemia for nearly 30 years. Every day, our Support Services team answer people's questions so no one affected by meningitis is alone. We strive to connect people with evidence-based information and specialists wherever we can, answering queries accurately and quickly so they can make informed healthcare decisions for themselves and those they love.

Over many years, we have developed ambassadors with a genuine connection to meningitis. They are living testaments of our support ethos, sharing their personal experiences through talks, presentations and media interviews to foster a deeper understanding of why defeating meningitis matters.

Role purpose

Following successful grant applications to both the National Lottery Community Fund and the Hodge Foundation, we have developed a project to enhance our UK and Ireland ambassador program. This is to rebuild the program post-COVID, so that it can continue to support our aims of enabling greater awareness of meningitis prevention (including available vaccines and signs and symptoms) and foster increased understanding of the disease and its outcomes. This is with the ultimate aim of saving lives and continuing to support people through recovery. The program will connect to the day-to-day work of our Support Services, ensuring we are getting these messages out to key audiences in the most targeted and impactful way.

Our aim is to:

- Ensure the program is inclusive and whole UK and Ireland, so we are able to reach under-served communities regularly and repeatedly.
- Increase in-person and digital activity from our Ambassadors, proving them with the right information, support and opportunities to remain highly engaged on a regular basis through any annual cycle.
- Communicate the impact our Ambassadors are having to our wider supporter network, championing the work they are doing within their communities and building connections between our Ambassadors and Support Services users.

This role is a two-year post, enabling by our funders, and is 3 to 4 days, up to 31 hours per week (candidate dependent and with flexibility on the days).

Reports to

Support Services Manager, and part of our wider Communications and Engagement team.

Responsibilities

Execute the project plan for 'No family left behind', our long-term vision for our Ambassadors program. This includes:

- Building clear criteria for our Ambassadors, to ensure clarity on the role, what it offers and its benefits to all stakeholders.

- Develop an Ambassadors' onboarding pack and awareness centre, including on-brand and up-to-date training, presentations, social media assets and information packs. Includes roll out, assessment and optimization, to ensure we are giving our Ambassadors everything they need to fulfil their role.
- Work with the Ambassador group to research and identify an annual program of face-to-face events, targeted at key audiences and towards underserved communities on a region-by-region basis. Manage, execute and monitor this, including community events, festivals and local and regional radio. Includes developing the concept for an Ambassadors-led annual family day and evolved 'Pushing the Boundaries' style event, which reflects what our users need now.
- Engaging with other charities, agencies and medical professionals to ensure this program provides clear, coherent and relevant information and support.
- Reimagine the Ambassadors digital presence on our website and build and own the content and communications plan for our Ambassador program, feeding the wider team across all channels (social media, website, email, PR). Be our internal champion for our Ambassadors.
- Own the growth and regular delivery of our Ambassadors Facebook group, quarterly newsletters and monthly virtual calls. Explore all means of keeping Ambassadors informed, engaged and active, so we are connecting with them in a way that enables maximum, regular engagement.
- Review and develop our Meningitis and Me video series, optimising its online presence and integrating its use into our Ambassador program.
- Implement measures of success and track, monitor and report on all activity. Assess its effectiveness, so we can apply lessons learnt to enable continuous development and sharing internally and externally.
- Monitor the budget and work with our finance team on all funder reporting, supported by the Support Services Manager.

Experience

- Marketing communications experience, including content development and creation across all channels and experience of developing training / guidance material (e.g. guides, packs etc).
- Storytelling for impact.
- Relationship management, ideally of people engaged on a project or program voluntarily.
- Ability to present and to develop highly effective presentations for small groups.
- Event development and management experience.
- Working with and managing external suppliers (e.g. design and videography) and an eye for design to create on-brand, eye-catching and engaging material.
- Project planning and management experience, including optimisation and measuring effectiveness.
- Budget management for a project.

Location

Remote or hybrid (central Bristol office). If remote, the candidate must be able to travel to Bristol occasionally (approx. 6x per year) for team and whole organisation meetings. This role includes occasional travel to events Ambassadors are participating in.

Contract Type

Contract role for two years. This may be extended beyond this period, depending on the success of the program and continued funding.

Hours of Work

Three to four working days up to 31 hours per week (candidate dependent), with occasional unsociable hours and weekend work e.g. for an event or for early evening contact calls.

Annual salary

Up to £35,000 per annum pro rata, including 2% employee pension contribution + 6% employer pension contribution. Paid in arrears on or around 25th of each month.

Annual Leave

25 days + statutory & public holidays (pro rata). 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 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 130 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](#).
- 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](#).
- [Funding research](#) into meningitis, especially related to genomics and the lifetime impact of meningitis.

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.

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

Application process

All candidates are required to send a covering letter, explaining why you think you are suitable for this role, along with a full CV.

Applications are 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 GMT on Friday 5th January 2024.

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 to ensure access to interviews.

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

Please return applications via e-mail to elained@meningitis.org.

We are 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.