

Candidate pack

Brand Manager



Every day...

we're here for people affected by Motor Neurone Disease (MND).

A diagnosis of MND brings home the preciousness of every day. So we do all we can to make every day count. We bring understanding and guidance. We deliver practical and financial support. We raise awareness and campaign for better care. We're not just here for now – as the UK's leading charity funder of MND research, we're striving for breakthroughs to develop new treatments and, ultimately, a cure.

MND moves fast. It takes away time, it takes away independence and it has no cure. Every piece of support, every research project, every pound raised, every kind word, and every day lived well...

matters.

Hello



Tanya Curry
Chief Executive

“We’re really pleased you’re interested in joining us and using your expertise, knowledge and time to make a difference to people affected by MND.

We are a charity with big ambitions and are committed to our vision of a world free from MND - we need a strong team to deliver that.

If you’re a great fit for this role, and us, we hope to meet you soon!”

Our vision
A world free
from MND.



Our mission
Everyone
with MND has
choice and
control today,
and a future
driven by
research and
innovation.

What is MND?

Today, six people



will be told they have MND and six people will die from the disease.

People with MND may lose their voice and movement.



And ultimately, their ability to breathe.

A third of people will die within a year of diagnosis.



More than half will die within two years.

MND is a fatal rapidly, progressing disease.



It affects the brain and spinal cord.

MND doesn't discriminate.



It affects people from all backgrounds and at all ages.

**There is no cure for MND.
Together we can change that.**



MND
Association

MND
Association

MND
Association
Change matters.
Thank you.
MND
Association
Today, six people will
be diagnosed with
Motor Neurone Disease.
Your donation matters.

Our values

Four values guide everything we do, and the way we do it. From how we behave day-to-day, to strategic decisions about our priorities, our values shape it all.

We're one strong team.



We work together as one MND Association – a community of people affected by MND, staff, volunteers and partners. We share a common vision and direction. We value diversity. We support each other. We are collaborative and work in partnership with external organisations and with professionals, scientists and others to further our impact.

We make every day count.



Time is precious. We make the most of it to help people with MND. We are proactive, responsive and efficient. We listen to what people need and support them in doing what's important. We deliver at pace, but take the time needed to do things thoroughly. Every day we create impact for people with MND.

We think big.



We are the UK's leading MND charity. People look to us for expertise and inspiration. We support new approaches, new treatments and new understanding. We are bold and ambitious – we think big and make ideas happen. We go beyond what's expected to find new and better ways of doing things. We help set standards, influence care and drive change to shape a better future for people with MND.

We are determined.



People affected by MND are at the heart of all we do. We work with determination and a drive to make a difference. We have compassion and treat people with dignity and kindness. Every interaction is a chance to show that people affected by MND are heard and valued.

Job description

| | |
|--------------------|-----------------------------|
| Job title: | Brand Manager |
| Salary: | £50,000 per annum |
| Location: | Northampton |
| Contract: | Permanent |
| Hours: | 37 hours per week |
| Reports to: | Head of Brand and Marketing |

Job purpose

Lead and develop the MND Association brand, from embedding it across the organisation to driving sustained growth and momentum; maximising the influence and impact we drive for people affected by MND.

Main responsibilities

- Lead brand governance, roll-out and implementation following the brand’s relaunch in January 2026.
- Lead on brand roll-out and embedding our brand positioning across all platforms, teams and volunteers – managing the Brand Co-Ordinator and interim Project Manager to do so.
- Manage, launch and evaluate the Association’s first major through-the-line brand campaign.
- Develop the brand strategy and a three-year multi-platform brand activation programme proposal to grow awareness and consideration with key audiences.
- Be the main point of contact with our Brand creative and Media agencies; facilitating a fantastic working relationship between all parties.
- Own the development and running of the brand guardianship programme - including leading brand panels and liaising with other teams to build and consistently update the assets and tools the charity needs, and up-skill staff and volunteers. Audit brand consistency across channels and campaigns and make recommendations for improvement.
- Run the programme of satellite programmes to follow the brand launch, create and run project groups with relevant teams to roll-out and embed e.g. Employer Brand development.
- Monitor and interpret brand metrics to inform brand strategy; create a Leading Indicators dashboard to draw in other key sources of data to paint a comprehensive picture of our brand health developmental areas.
- Develop a charity-wide Audience Framework.
- Work with Marketing, Digital Engagement and Income Generation teams to provide brand direction on major campaigns, partnerships and paid media activity.
- Lead on brand insight and consultation for the whole charity. Including, working with fundraising teams on pitches where brand relevance and value exchange is paramount, and present to key stakeholders and partners.
- Proactively find opportunities and drives initiatives to increase brand awareness and saliency with key audiences.
- Undertake any other task relevant to the job purpose and ensure that all functions performed reflect the Associations mission and core values.

Essential criteria

- Proven track record in developing brand identities and implementing brand change across prominent charity and/or corporate organisations.
- Proven ability to hone and deliver brand strategy, and implement brand plans and programmes accordingly.
- Strong team leadership; experience in bringing teams together to deliver successful campaigns and projects.
- Experience in managing creative agencies and large creative and media budgets.
- Persuasive; able to engage and motivate a range of stakeholders to deliver work on time and to a high standard.
- Excellent project management skills with a keen eye for detail.
- Experience in interpreting and utilising brand tracking metrics.
- A creative and pro-active problem solver.
- Committed to engaging our community and effectively using their insight, beliefs and experiences to guide our work.



What we offer

At the MND Association, we support you to do your best work and thrive within one strong team.

Employment benefits

Hybrid and flexible working

We have a number of regionally-based employees, with our office-based employees working on a hybrid basis with an expectation of one or two days in the office each week.

We are happy to work with you to consider flexible working solutions that support your life and responsibilities as well as the requirements of the role.

Annual leave

28 days holiday, which increases by one day for each complete annual leave year worked (up to a maximum of 33), plus bank holidays. You also have the option to buy up to five additional days' leave through salary sacrifice or to sell back five days.

Pension

We have two schemes available.

- Auto Enrolment Scheme: you and the MND Association both contribute 4% of your net monthly salary.
- Enhanced Salary Sacrifice Scheme: if eligible, you contribute a minimum of 5% and the MND Association contributes 8.1% of your gross monthly salary.

Life assurance

The option to join a life assurance scheme for peace of mind and financial protection for your loved ones.

Health and wellbeing

- **Health cash plan**, which reimburses healthcare costs including dentist, optician, health screening, specialist consultation.
- A 24/7 virtual GP service, called **GP24**, for you and your household.
- A confidential, independent counselling helpline with up to 10 free sessions each year per issue.
- Access to the My Healthy Advantage app.
- Staff and volunteer network groups and forums.
- Mental health first aid scheme.

Cost savings

- Access to the Cycle to Work Scheme so you can save money and spread the cost of buying a bike.
- Access to BenefitHub, which offers a huge range of discounts and cashback plans across hundreds of retailers and providers.

Learning and development

We'll support your professional and personal growth through:

- a comprehensive induction programme
- the Learning Lab, which offers a range of courses
- job shadowing, to strengthen your knowledge in other areas
- the chance to study for an apprenticeship alongside your role.

Working location

Our central office in Northampton is bright and modern with a variety of flexible working spaces, meeting rooms and communal areas. We also have office space in London SE1, close to Borough and London Bridge stations.

Some of our staff are based regionally and work from home.



Francis Crick House

Motor Neurone Disease Association
Francis Crick House
6 Summerhouse Road
Moulton Park
Northampton NN3 6BJ



London office

FORA
180 Borough High Street
London SE1 1LB

Applying for a role

Please apply via our website. Once we've shortlisted, we'll get in touch with all applicants to let you know if you've got to the next stage.

Application notes

- Apply early if you can. If we receive a lot of interest, we may close applications early.
- We are open to part-time applications or job shares – please indicate your preferred working arrangement in your application.
- Please reflect how your experience aligns with our values in your application.
- Depending on the role, you may be required to complete a criminal records check with the Disclosure and Barring Service (DBS).
- If you're successful in securing a role, you will be asked to produce your valid right to work documentation as part of our pre-employment checks. Find out more on [our website](#).
- If you require UK visa sponsorship, please clearly indicate this in your application.

Personal data

We will look after any information you provide to the MND Association when applying for a vacancy in accordance with the General Data Protection Regulation (GDPR). We're committed to protecting your personal information and being transparent about what information we hold.

[Read our privacy policy here.](#)

Animals in research

We understand that not everyone agrees with the use of animals in research. So, it's important to make you aware that some of the research that we fund involves animals.

MND is complex and, at the moment, animal models are still one of the most powerful tools used to help us understand, prevent and one day cure MND. Much of the progress made to date would not have been possible without them.

Inclusive recruitment

We're committed to providing everyone with the opportunity to compete fairly for roles.

- We're committed to providing everyone with the opportunity to compete fairly for roles.
- We anonymise applications to ensure bias does not influence our decision-making.
- All applications are reviewed by a member of our team, we don't use AI to filter applications.
- We can provide reasonable adjustments during the application or interview process, please contact us at hrrecruitment@mndassociation.org for support.
- We are happy to consider alternative application formats from candidates who find it difficult to complete the online form. Contact us to discuss what works best for you at hrrecruitment@mndassociation.org.
- We are a Disability Confident Employer and guarantee interviews for applicants with a disability who meet the requirements of the role.



Find out more about our [commitments to inclusion](#).

© **MND Association, 2026**

Motor Neurone Disease Association
Francis Crick House
6 Summerhouse Road
Moulton Park
Northampton NN3 6BJ

Tel: 01604 250505

Email: enquiries@mndassociation.org

Website: mndassociation.org

Registered Charity no. 294354



**Every day we support people affected
by Motor Neurone Disease.
Because with MND, every day matters.**