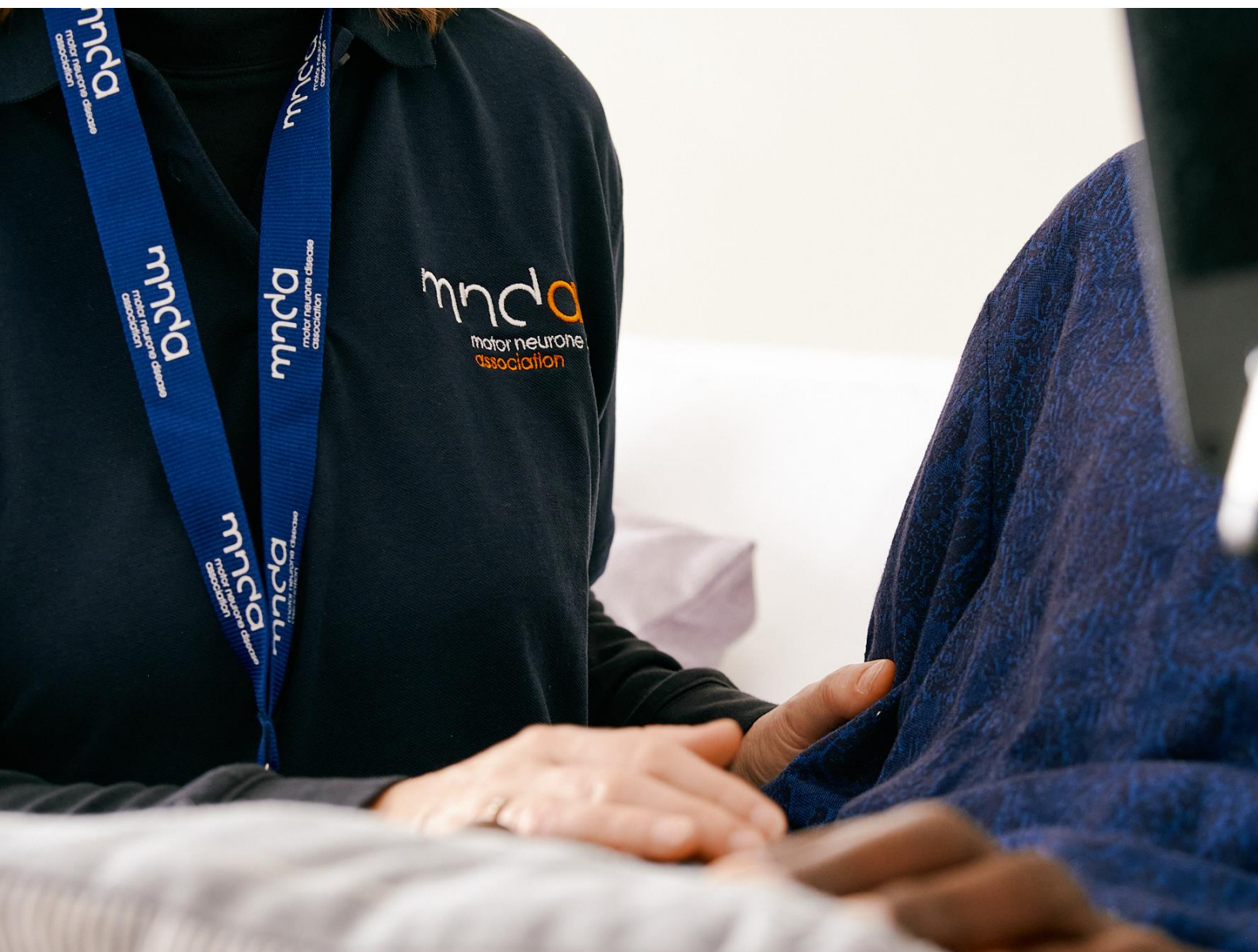


# Candidate pack

# Brand Manager

Working towards a world free from MND



## About MND and the work of the Association

Motor neurone disease (MND) is a fatal, rapidly progressing neurological condition affecting more than 5,000 adults in the UK at any one time. The disease causes messages from nerves (motor neurones) in the brain and spinal cord that control movement to gradually stop reaching the muscles, leading them to weaken, stiffen and waste.

The result is that people become locked in a failing body, unable to move, talk and eventually breathe. Some may experience changes in thinking and behaviour, with a proportion experiencing a rare form of dementia. MND does not usually affect senses such as sight, hearing and touch.

MND kills a third of people within a year and more than half within two years of diagnosis. It affects people from all backgrounds and a person's lifetime risk of developing MND around 1 in 300. Today six people will be diagnosed and six will die from MND. There is no cure.

The MND Association focuses on funding research, improving access to care and campaigning for people living with or affected by MND in England, Wales and Northern Ireland. We have over 11,000 members forming a powerful network that provides information and support for people with MND, their families and carers. We fund and promote research that leads to new understanding and treatments, and brings us closer to a cure. We campaign and raise awareness so the needs of people with MND are recognised and addressed by wider society.

**People with MND, their families and carers are at the heart of everything we do**



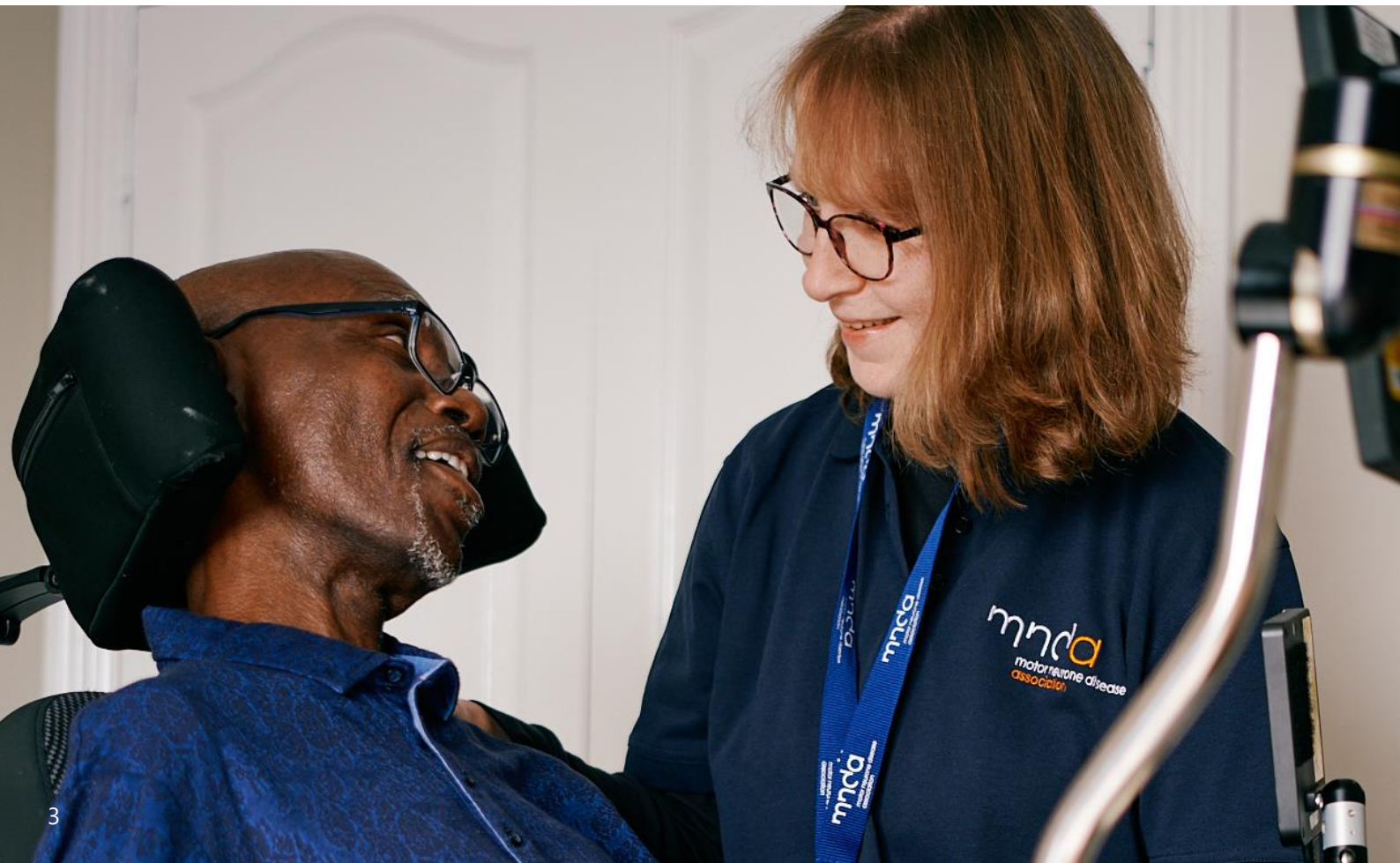
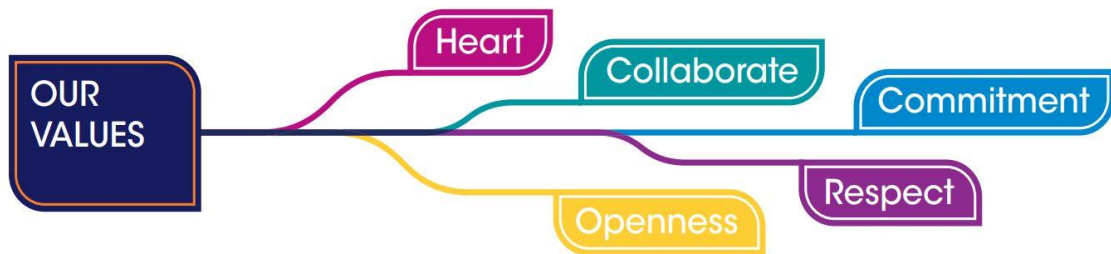
## Our vision and values

### Our vision

A world free from MND.

### Our Values

- People with MND, their families and carers are at the **heart** of everything we do.
- We **collaborate**, and value everyone's contribution.
- We achieve excellence through personal **commitment** and ongoing improvement.
- We **respect** and respond to people's diverse needs, backgrounds and views.
- We achieve our aims through building **open** and transparent relationships.



## Our Promises

To harness the hope within our community to speed up progress towards a world free from MND, the MND Association has committed to five Promises. Our Promises give us focus to work faster and fight harder to strive for better – together with our community. Simply put, they drive everything we do.

### **Promise 1 We will not rest until: MND is treatable and ultimately curable**

We are seeking new collaborative drug discovery and development projects, helping to fund and facilitate the research that is taking us ever closer to uncovering the causes of MND, effective treatments and ultimately a cure.

### **Promise 2 We will not rest until: Everyone gets the care they need when they need it**

Co-ordinated multi-disciplinary care is the very best way to ensure a person with MND has access to all the healthcare professionals they need, at the right time. Our 22 care networks across the country provide this. But not everyone with MND has access to the same level of support. That must change.

### **Promise 3 We will not rest until: Every day with MND counts**

For people with MND, technology can help life be the best it can be. We are working with tech giants from around the world to find solutions to real-life problems.

### **Promise 4 We will not rest until: You are heard**

If we shout louder and to the right people, things will change. If we all join together we can't be ignored.

### **Promise 5 We will not rest until: No one faces MND alone**

We will work to break down barriers that prevent people with and affected by MND from accessing the help and support they need.



## Job description

**Job title:** Brand Manager  
**Reports to:** Head of Brand and Marketing  
**Direct reports:** 1x Brand Project Manager

## Job purpose

Develop the MND Association brand to reach and connect with as many people as possible; maximising the influence and impact we drive for people affected by MND.

## Main responsibilities

- Work with the Head of Brand and Marketing to deliver a vital Brand Redevelopment Project.
- Lead on brand roll-out and embedding our brand positioning across all platforms, teams and volunteers – managing an interim Project Manager.
- Work closely with the Head of Communications on tone and language development and associated communication strategies for all audiences.
- Establish a brand activation programme alongside the Marketing Manager by defining the brand strategy, messaging and creative direction; enabling the delivery of our new five-year organisational strategy.
- Monitor brand metrics and use to inform brand strategy.
- Develop a charity-wide Audience Framework.
- Work closely with the Marketing Manager and Digital and Data teams to translate brand direction into marketing campaigns and plans.
- Design and deliver organisation-wide brand training and development workshops.
- Work with teams across the organisation to implement and improve brand consistency, establishing a 'hub-and-spoke' way of working with teams in Income Generation and Services and Partnerships.
- Proactively find opportunities and drives initiatives to increase brand awareness and saliency with key audiences.
- 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.
- Own and develop our bank of brand materials, including brand guides, toolkits and photography bank.
- 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.
- Strong team leadership; experience in bringing teams together to deliver successful campaigns and projects.
- Experience in managing creative agencies.
- 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.



## Salary

£51,400 per annum on a full-time permanent basis.

## Location: Northampton office

**Hybrid working expectations:** 1 day per week (Flexibility to attend the office more regularly on occasion may be required to meet business needs.)

## Pension

The option of the Auto Enrolment Scheme where the employee and employer both contribute 4% of your monthly salary, calculated after tax and national insurance (NI) have been deducted or an Enhanced Salary Sacrifice Scheme where the employee contributes a minimum of 5% and the Association contribute 8.1%, calculated before tax and NI are deducted.

## Annual leave

28 days of annual leave, which increases by one day for each full calendar year worked, up to a maximum of 33, in addition to the recognised bank holidays.

## Additional benefits

- UK Healthcare: We provide level 1 cover, which reimburses healthcare costs including dentist, optician, health screening, specialist consultation and much more. Discover more [here](#).
- You and your household have 24/7 access to GP appointments, prescriptions and advice, all at no extra cost. Discover more about GP24 [here](#).
- Access to a confidential counselling helpline. Support for your health and wellbeing, including challenges related to family, work, finances and health.
- My Healthy Advantage: Access to the wellbeing app providing interactive tools to support your health and wellbeing.
- Salary sacrifice schemes include:
  - Save money and spread the cost of a new bike whilst reducing your carbon footprint.
  - Buy and sell up to 5 days annual leave.
- Life assurance: additional financial protection for your loved ones, ensuring piece of mind and a secure future.
- BenefitHub: Save money on your everyday shopping with access to 100s of high street discounted vouchers and offers, including cash back plans.
- Opportunities for training and personal development.

## How to apply

Please submit a CV and supporting statement via our [website](#). This ensures your application is processed correctly and we have all the required information.

Your supporting statement should be no longer than one side of A4 and demonstrate how you meet the following areas of the role:

- Proven experience developing brand identities and implementing brand change across organisations.
- Leadership experience including bringing teams together to deliver successful campaigns and projects.
- Experience in managing creative agencies.

Where experience is asked for, please give one example showing what you did and what it achieved. Where we require evidence of ability, please explain either how you would approach that particular competence or give an example to support your suitability.

Please note, adverts may be closed before the deadline if sufficient applications are received. To avoid disappointment please apply early.

All applications will receive a response once shortlisting has been completed.

## Inclusive recruitment

We are committed to providing people with disabilities an opportunity to compete fairly for jobs.

- We guarantee interviews for disabled applicants that meet the requirements of the role as part of our commitment to the Disability Confident Scheme.
- We can provide reasonable adjustments throughout the recruitment process.
- We communicate with applicants in a way that works best for them to ensure a positive and supportive candidate experience.

## Alternative application process

To support an inclusive application process, we are open to receiving alternative applications from candidates who may find it difficult to complete our online form. If you would like to apply via video or audio file, please send your recorded application - ensuring you cover the supporting statement aspect - to [HRRecruitment@mndassociation.org](mailto:HRRecruitment@mndassociation.org)



## Privacy policy:

The information provided to the MND Association when applying for a vacancy will be treated in full accordance with the General Data Protection Regulation (GDPR).

The MND Association is committed to protecting your personal information and being transparent about what information we hold, whether you are a donor, volunteer, shopper, campaigner or a person living with or affected by MND.

For more information, visit [Privacy Policy | MND Association](#)

## Right to work:

If you are successful in securing a role at the MND, you will be asked to produce your valid right to work documentation as part of our pre-employment checks. To find out more please visit our [website](#).

## DBS checks:

Depending on the nature of your role you may be required to complete a criminal records check with the Disclosure and Barring Service (DBS).

## Animal testing statement:

Research using animals has led to a greater understanding of MND. Because of the complexity of MND, at the moment animal models are still one of the most powerful tools used to help us understand, prevent and one day cure MND. Many of the achievements that stem from research funded by the MND Association, and by other organisations worldwide, would not have been possible without animal research. Even so, a great deal of our research is carried out without involving animals.

Any decision to use animals in research is never taken lightly. We understand that not everyone agrees with animal research. For more information, visit [Animal research | MND Association](#)

## Looking out for our people

The wellbeing of our staff is very important to us, and that's why we've developed a wellbeing offer and programme of activities. These include:

- Mindfulness sessions
- Wellbeing sessions
- Menopause support group
- Parent and carer support group for children who are neurodivergent
- Less visible disabilities and conditions forum
- Mental Health First Aiders who provide support and signpost you to further information.

## Learning and development opportunities

We understand the importance and benefits of continual learning. To facilitate your professional and personal growth, we provide a:

- comprehensive induction programme
- range of courses available on our Learning Management System - *Learning Lab*
- job shadowing policy, enabling you to strengthen your knowledge in other areas
- chance to study for an apprenticeship alongside your role.



## Our commitment to inclusion

Motor neurone disease doesn't discriminate, and neither do we.

We are determined to become fully inclusive by continuing to embrace diversity, remaining committed to equity and ensuring that our products and services are fully accessible. In this way, we can ensure that **all** people living with and affected by MND get the best possible care and support they deserve.

We offer a variety of network groups and forums that are open to everyone, including our staff, volunteers, people living with and affected by MND, as well as Association members. These groups provide peer-to-peer support, raise awareness, and hold the Association accountable.

We are a Stonewall Diversity Champion, have recently been awarded Disability Confident-Employer status, and are members of the Communications Access Scheme.



Take a look at the [inclusion pages](#) on our website to learn more about our inclusion strategy, see how far we've come and where we are headed.



## Where we work

Our central office is situated at Francis Crick House in Northampton, Moulton Park. It's a bright and modern space with a variety of flexible working spaces, meeting rooms, and communal areas.

We also have an office space in London, which is used predominately by our External Affairs Team. Some of our staff are based regionally and work from home.

### Motor Neurone Disease Association

Francis Crick House,  
6 Summerhouse Road Moulton Park,  
Northampton NN3 6BJ  
Tel: 01604 250505

### MND Association

FORA  
180 Borough High St,  
London,  
SE1 1LB



Francis Crick House



Francis Crick House



## Our history

On 6 October 1979, three independent regional groups set up by people affected by MND came together for the first time as the MND Association. Professor Stephen Hawking accepted an invitation to be the Patients' Patron and remained a figurehead of the Association until his death in 2018.

Within a year, we had funded our first full time research fellow, based at Charing Cross Hospital's neurological department, and just two years later, in 1982, 40 specialists attended the Association's inaugural research conference.

Today, the Association funds the coordination of life-changing care for people living with MND and wide-ranging support for families and carers. We invest millions of pounds every year in the global research effort to discover the causes, potential new treatments and ultimately a cure for MND.

**Visit our [website](#) to learn more about motor neurone disease and the important work we're doing at the Association.**





**Motor Neurone Disease Association**

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