

Candidate pack

Creative 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.**



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:	Creative Manager
Salary:	£47,600 per annum
Location:	Northampton
Contract:	Permanent
Hours:	37 per week
Reports to:	Head of Brand and Marketing

Job purpose

- Lead the creative function across the Association, ensuring all communications are visually compelling, consistent and aligned to our brand, helping to strengthen engagement, build awareness and support our mission.
- Working collaboratively across teams, the role translates organisational priorities into impactful creative outputs that connect with our audiences and maximise the effectiveness of campaigns and communications.
- It drives pace through the efficient management of creative workflows, while also thinking about how our brand continues to develop and stand out.
- Through leadership, innovation and a focus on continuous improvement, the role ensures creative work consistently supports the Association in achieving its goals and amplifying its impact for people affected by MND.

Main responsibilities

- Lead the creative team (one x digital content creator, one x graphic designer), turning briefs from across the charity into creative plans and assets
- Oversee the creative development for key campaigns that tell our evolved brand story, convey our impact as an Association, inspire emotional connection, and drives awareness and supporter engagement across all channels
- Act as a Brand Guardian for design and creative produced in-house and advise Marketing, Income Generation and all other teams
- Manage the creative workflow of the team; assessing incoming briefs, creating a work schedule, tracking time and outputs to give us a sound understanding of where creative energy is spent, and advising when creative work should be outsourced. Working with Marketing and Brand colleagues to ensure briefs are understood and integrated into the creative production schedule
- Oversee the roster of freelance designers, videographers and photographers used by the Charity
- Make sure teams across the Association have the tools external partners have the tools and guidance to apply the brand consistently and accurately
- Own the production process and creative development and sign off for the flagship Thumbprint magazine and annual and impact reports with our respective agencies
- Manage our shared online templated resources and approach to Canva sign-offs
- Oversee the procurement, launch and maintenance of a new digital asset management (DAM) system
- Develop and coach those you line-manager, and provide training for other members of the Charity who have access to self-serve design tools (Adobe, RightMarket, Canva)
- Carry out any other duties reasonably associated with your role

Essential criteria

- Passion for creative excellence, keeping on top of trends and infusing creative developments into our way of working
- Proficient in Adobe Creative Suite (InDesign, Photoshop, Illustrator), with awareness of emerging design tools and AI-supported platforms to enhance future outputs
- Proven experience in roles managing a broad range of projects
- Proven experience in managing small but ambitious teams, and implementing/improving workflow processes
- Ability to connect and build effective working relationships with a wide range of colleagues, and with the MND community
- Inspirational creative leadership via leading team workshops and presenting engaging creative ideas
- Strong brand guardianship and negotiation skills
- Adept in and knowledgeable of design
- Understanding of all aspects of video production and graphic design
- Strong organisational and project management skills, with the ability to prioritise effectively.
- Confidence in managing multiple deadlines and competing demands in a fast-paced environment.
- Exceptional attention to detail
- Demonstrated commitment to continuous professional development.



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.**