

# Candidate pack

**Senior Campaigns Adviser**



# 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:** Senior Campaigns Adviser

**Salary:** £40,814 per annum

**Location:** London

**Contract:** Permanent

**Hours:** 37 per week

**Reports to:** National Campaigns Manager

## Job purpose

- To support the delivery of the MND Association's national campaigning strategy by using supporter campaigning to influence policy, legislation and political debate in ways that improve outcomes for people affected by MND. The role works closely with the Public Affairs Team and Policy Team to identify and pursue campaigning opportunities.
- The post-holder will contribute to the planning and delivery of creative ways to mobilise warm and cold audiences, responding with urgency to changing external events. They will think strategically and develop innovative, bold, ambitious campaigns, while planning and creating accessible content that inspires audiences to join our campaigns.

# Main responsibilities

- Work with the Campaigns, Policy and Public Affairs teams to identify opportunities for supporter campaigning, and develop national campaigns that are underpinned by strong evidence and clear asks
- Ensure people with and affected by MND are meaningfully involved in the development and delivery of the Association's campaigns
- Work with the Communications Team to create communications plans to ensure that campaign updates are communicated regularly to our audiences
- Create accessible content (such as for emails and social media) that tells the stories of people with lived experience of MND in a sensitive way, and inspires warm and cold audiences to join our campaigns
- Use software and tools such as Canva, Dotdigital, Impact Stack and Drupal to design assets, build and publish e-actions and webpages, and build and send emails to supporters
- Analyse and report on campaigning activities, ensuring delivery against agreed KPIs
- Represent the Association at events and in charity coalitions, as required
- Build and maintain relationships with colleagues across the organisation (eg Digital Team, Data Team, Fundraising Team) to maximise campaign reach and engagement
- Any other task commensurate to the job purpose, and ensure that all functions are performed with due regard to the Association's Mission and Core Values, and Dignity and Respect at Work Policy

# Essential criteria

- Experience of developing and delivering campaigns within a third/public sector organisation, to successfully bring about change.
- Experience of planning and creating content that inspires the reader/viewer to take action.
- Excellent verbal, writing, organisational and project management skills.
- An outcome-focused approach with good reporting skills.
- Ability to work under pressure, in a fast paced environment, prioritising workload and meeting deadlines.
- Ability to work on own initiative and manage own workload effectively as well as part of a team.
- Available to work occasional evenings and weekends, and to travel regularly within the UK with some overnight stays.



# 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](mailto: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](mailto: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.](#)**

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Registered Charity no. 294354



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