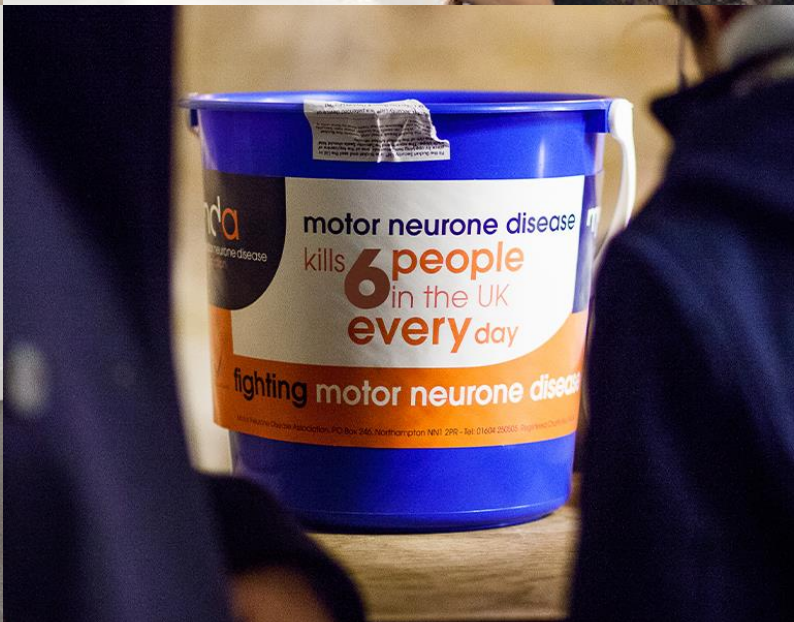


Recruitment Pack

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



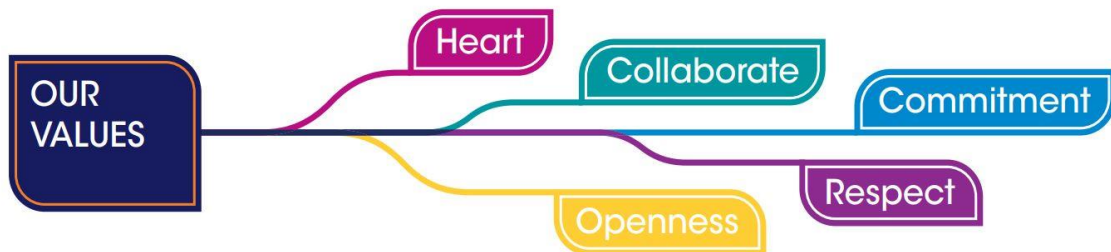
Our vision and values

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.



About the role

Title: Communications Officer - Fundraising

Team: Marketing & Communications

Directorate: External Affairs

Salary: £30,000 per annum plus benefits

Location: Northampton office with hybrid-working

Hours: 37 hours per week

Contract Type: Permanent

Hybrid expectations: No minimum requirement for weekly office attendance. However, flexibility to attend in-person meetings is essential. (flexibility to attend the office more regularly on occasion may be required to meet business needs)

Join our team as a Communications Officer and be at the heart of sharing inspiring stories from our incredible fundraisers. This role is pivotal in communicating the remarkable efforts of MND Association fundraisers, donors, partners, and supporters, and the impact they have on our work.

Within this role you will inform, inspire, and engage diverse audiences through compelling communications that showcase the profound impact of our community's dedication.

Collaboration is key! You will build strong partnerships across our Fundraising team, ensuring seamless information flow for targeted communications and identify innovative opportunities to spotlight our fundraisers across various media platforms.

You will equip our spokespeople within the Fundraising team with the tools and training needed to champion our cause in the media. From major fundraising events like the Rob Burrow Leeds Marathon and London Marathon, to partner and/or VIP gatherings, you'll provide end-to-end communications support including the creation and delivery of comms plans, utilising multiple channels.

And that's not all. You'll liaise with the press and media, cultivating relationships to amplify our fundraising stories both reactively and proactively.

Utilising your creativity, you will produce engaging written content for a variety of audiences and make use of audio and video platforms to share our messages further.

Plus, you'll collaborate closely with our Marketing team to identify and maximise opportunities to promote our core messages and plans around our fundraising activities at relevant Association-led and partner events.



Job purpose

To inform, inspire and engage audiences about the incredible efforts of MND Association fundraisers, donors, partners and supporters, and the impact they have on our work, through timely, compelling and targeted communications.

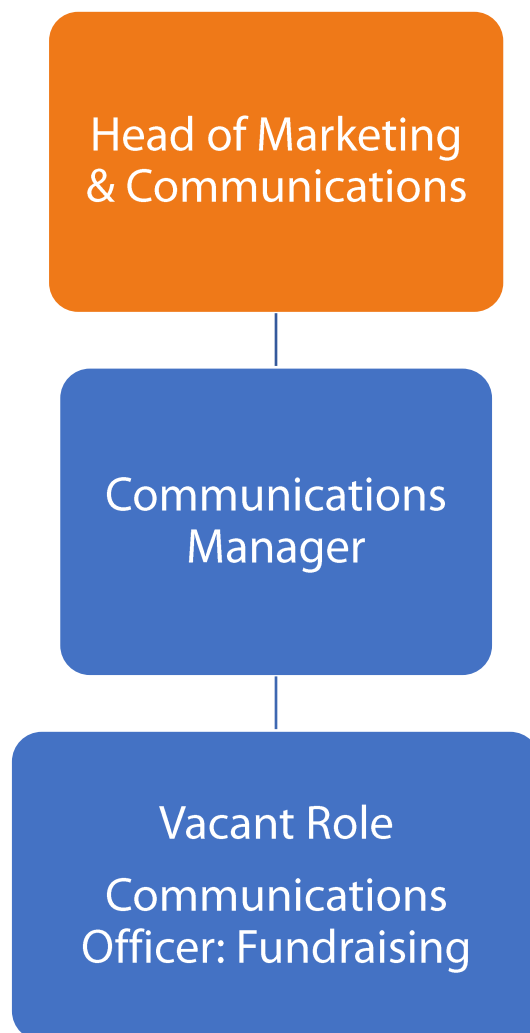
Main Responsibilities

- Develop collaborative relationships and ways of working with colleagues in the Fundraising team to ensure a reliable, timely and steady information flow to inform communications plans.
- Identify opportunities to creatively share the work of the Association's fundraisers, donors, partners and supporters through earned and owned media platforms.
- Identify spokespeople in the Fundraising team and ensure they receive the necessary training, briefing and support to represent the Association's work through the media.
- Provide end-to-end communications support for large fundraising events involving Association fundraisers, for instance Rob Burrow Leeds Marathon and London Marathon, including the creation and delivery of comms plans utilising multiple channels.
- Provide end-to-end communications support for partner and / or VIP-run events at which the Association is a beneficiary.
- Support individual fundraisers to maximise awareness and fundraising opportunities by supporting with sharing and selling in stories to regional and national news outlets.
- Work with the Internal Comms function to ensure staff are updated and fully briefed on activity being delivered by the Fundraising teams.
- Working collaboratively with relevant Fundraising teams, provide communications advice and support to corporate partners, trusts and donors as part of wider relationship management.
- Work with the Marketing function to identify and maximise opportunities to promote our core communications messages and plans around our fundraising activities at relevant Association-led and partner events.
- Develop and maintain relationships with key media to create opportunities to share the Association's fundraising stories reactively and proactively.
- Utilise internal and external relationships to facilitate the development of creative content, including written, audio and video, for owned platforms, and media packs for earned platforms.
- Support other core activity of the Comms team as necessary, particularly to cover times of high demand.
- Undertake any other task relevant to the job purpose and ensure that all functions performed reflect the Association's mission and core values.

Essential criteria

- Experience of working in communications, public relations or media.
- Excellent written and verbal communication skills.
- Experience of organising and prioritising a workload under pressure to meet deadlines.
- Confidence to interact and influence at all levels, internally and externally.
- Ability to think creatively.
- Demonstrable experience of developing relationships and working collaboratively.
- Effective team player.

Team structure



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:

- Experience of working in communications, public relations, or media.
- Excellent communication skills (including your experience of writing copy/ producing content).
- Excellent organisation and prioritisation skills.

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

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 a shared office space in London (Canopi), 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

Canopi, London

Canopi Borough Offices
7 - 14 Great Dover Street,
London SE1 4YR



Francis Crick House



Francis Crick House



Staff benefits

The MND Association relies on the dedication and talent of its employees to fulfil its mission and advance towards a cure. That's why it is essential we provide a range of benefits designed to meet both organisational and individual needs, ensuring they are competitive in the market and serve as tools for attracting and retaining great talent.



Enhanced annual leave You are entitled to 28 days of annual leave, which increases by one day for each full calendar year worked, up to a maximum of 33 days after five years of service, in addition to the recognised bank holidays.



UK Healthcare We provide level 1 cover, which reimburses healthcare costs including dentist, optician, health screening, specialist consultation and much more. Discover more [here](#).



24/7 GP service You and your household have 24/7 access to GP appointments, prescriptions and advice, all at no extra cost. Discover more about GP24 [here](#).



Life assurance Additional financial protection for your loved ones, ensuring peace of mind and a secure future.



Cycle to work scheme Save money and spread the cost of a new bike whilst reducing your carbon footprint.



Confidential counselling helplines Support for your health and wellbeing, including challenges related to family, work, finances and health.



BenefitHub Save money on your everyday shopping with access to 100s of high street discounted vouchers and offers, including cash back plans.

Enhanced pension scheme If you contribute a minimum of 5% the Association will contribute 8.1% of your monthly salary.

What our staff say



"Working at the MND Association gives me the chance to help people with MND, and I know that the job I am doing goes some way to assisting people living with this terrible disease. Every day is different, and I enjoy the challenge the work presents."

Matthew Hollis, Area Support Co-ordinator



"Taking that first call from someone who has just been diagnosed with MND fills me with the enormous need to let them know that we are here for them. We are one big happy family and together we will fight this dreadful disease. Those affected with MND are not alone, because we are here for them."

Teresa Deacon, Receptionist



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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