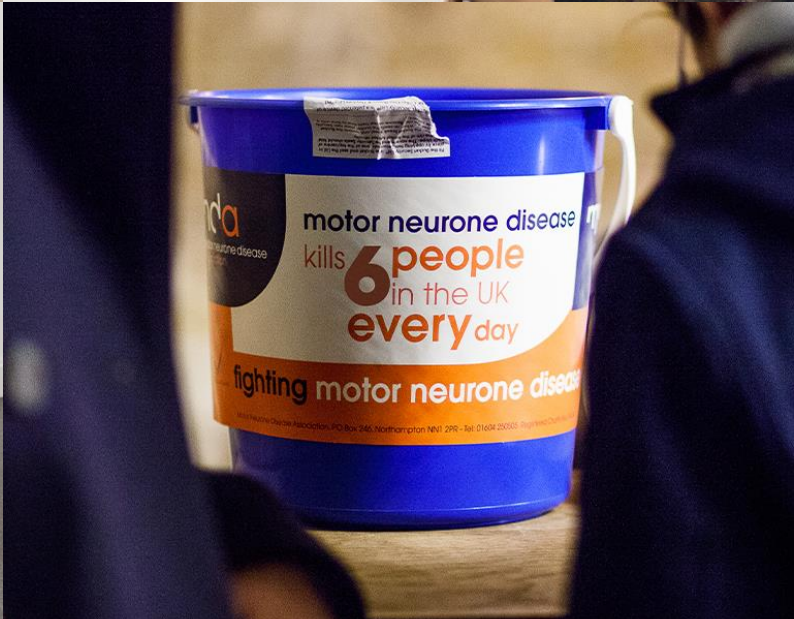


# Recruitment Pack

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**





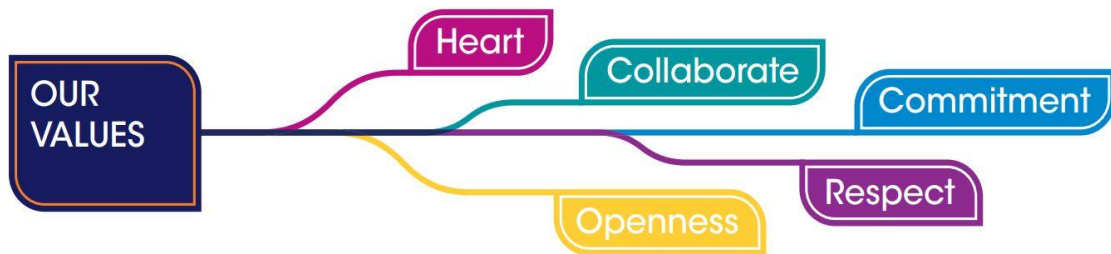
## Our vision and values

### 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:** DEI Manager

**Team:** Equity, Diversity & Inclusion

**Directorate:** People, Culture & Inclusion

**Salary:** £44,000 per annum plus benefits

**Location:** Northampton with hybrid-working

**Hours:** 37 hours per week

**Contract Type:** Permanent

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

Are you passionate about encouraging diversity, equity, and inclusion (DEI) in the workplace? We're seeking a dedicated individual to join our team as a DEI Manager. Your role will be focused on driving positive change across the Motor Neurone Disease (MND) Association.

As our DEI Manager, you will be the subject matter expert, providing invaluable guidance and expertise to ensure our practices are not only compliant but also innovative. You'll collaborate with our People, Culture, and Inclusion Committee, keeping us at the forefront of inclusive practices.

Working closely with MND Association members, staff, and volunteers to understand and assess DEI needs, identifying areas of strength and opportunities for development. You'll support the development and lead the ongoing delivery of our DEI strategy. Your input will shape our culture and ensure everyone feels represented and valued.

You'll monitor and evaluate the effectiveness of our DEI projects and initiatives, using data to drive improvements and inform our strategies. A key part of this role will be developing and delivering appropriate DEI management information, briefing papers, and progress reports to enable appropriate governance of the DEI strategy. Your insights will guide our actions, ensuring we're always moving forward.

Partnering with our Learning and Development team, you'll organise engaging DEI learning opportunities for our staff and volunteers including webinars, workshops, and e-learning materials. Equipping them with the necessary knowledge and skills needed to be part of an equitable, diverse, and inclusive workplace.

Using effective change management processes and tools, you'll embed DEI initiatives throughout the Association. Collaborating with our communications team, you'll share updates and celebrate our progress both internally and externally.

You'll work alongside our HR and Volunteering teams to embed DEI principles into all our people processes. This includes reviewing, developing, and implementing policies, procedures, and resources that reflect our commitment to DEI across all areas of the Association's work.

Leading our DEI Network, you'll support the ongoing development, activities and events of the Association's Network Groups ensuring that each has clear objectives and can continue to develop an inclusive environment for everyone at the Association.

If you're ready to make a meaningful impact within a workplace where everyone can thrive, apply today!



## Job purpose

The Diversity, Equity and Inclusion Manager is the subject matter expert on DEI for the MND Association and leads on initiatives to make positive, measurable changes to diversity and inclusivity across the Association. The post is key in embedding diversity, equity and inclusion principles and practices into our culture and all aspects of our work, so that everyone -whether working, volunteering or accessing support, feels represented, included, and can thrive as their true selves.

## Main responsibilities

### Subject Matter Expertise and Guidance

- Provide subject matter expertise and guidance on DEI matters across the organisation to ensure we are not only compliant but also to enable the Association to be a leader in good and inclusive practices, and embedded DEI in all aspects of the Association's work.
- Attend and provide expertise and guidance and progress updates on initiatives to the Association's People, Culture and Inclusion Committee

### Strategy Development and Implementation

- Collaborate with MND Association members, staff, and volunteers to understand and assess DEI needs, identifying areas of strength and opportunities for development.
- Support the development and lead the ongoing delivery of the Associations DEI strategy and associated action plan.
- Co-create, implement and embed DEI best practices, learning materials, and resources across the Association.

### Monitoring and Evaluation

- Monitor and evaluate the effectiveness of DEI projects and initiatives and utilise findings to continuously improve our services, support and ways of working.
- Develop and deliver appropriate DEI management information, briefing papers and progress reports to enable appropriate governance of the DEI strategy and inform action planning.
- Analyse and interpret our performance data from a DEI perspective and carry out benchmarking with both best practice and innovative approaches to make targeted strategic and operational recommendations for improving our work at the Association.

### Learning and Development

- Work in partnership with the learning and development team to organise DEI learning opportunities, such as webinars, workshops, and e-learning materials that will equip our staff and volunteers with the knowledge and skills they need as part of an equitable, diverse and inclusive workplace.

## Main Responsibilities

### Communication and Partnerships

- Utilise change management processes and tools to support adoption of DEI initiatives across the Association
- Work in partnership with the communications team to develop and distribute updates and information about DEI activities and initiatives to Association staff, volunteers and members and create content that demonstrates and celebrates our DEI work.
- Build effective partnerships with external organisations that enhance the Association's DEI offer

### Policy Development and Implementation

- Collaborate with the association's HR and Volunteering teams to ensure DEI is embedded in all of our people processes, this includes reviewing, developing and implementing policies, procedures, and resources that reflect our commitment to DEI across all areas of the Associations work.
- Provide an effective equality impact assessment framework for the association in policy review and development.

### Network Group Leadership and Support

- Lead the Association's DEI Network and support the ongoing development, activities and events of the Association's Network Groups ensuring that each has clear objectives and support to create an inclusive environment for people at the Association.
- Undertake any other task relevant to the job purpose and ensure that all functions performed reflect the Associations mission and core values.

## Essential criteria

- Professional experience of developing and publishing engaging digital content using a CMS (content management system) such as Drupal, WordPress or similar
- Experience in writing for the web or digital channels
- Excellent copywriting, editorial and proofreading skills and ability to distil complex information into clear and accessible content tailored to a variety of audiences
- Experience of optimising website content with consideration of SEO and digital best practice
- Knowledge of digital accessibility tools and principles
- Knowledge of user-centred design and user testing processes
- Excellent communication skills, including the ability to write compelling copy with accuracy and attention to detail
- Experience of training people to use digital tools
- Attention to detail, adaptability, and receptiveness to feedback and direction
- Excellent time management, prioritisation, and organisational skills
- Effective project management skills and reliability in a fast-paced environment
- Strong interpersonal and diplomatic skills with the ability to work well as an individual, as part of a team and with staff at all levels

## 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:

- Comprehensive understanding of DEI principles, including relevant legislation, emerging trends, and best practices.
- Experience of managing and embedding change initiatives within an organisation.
- Ability to engage with diverse groups including volunteers, staff and external partners.

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.



Francis Crick House

### 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



## 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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