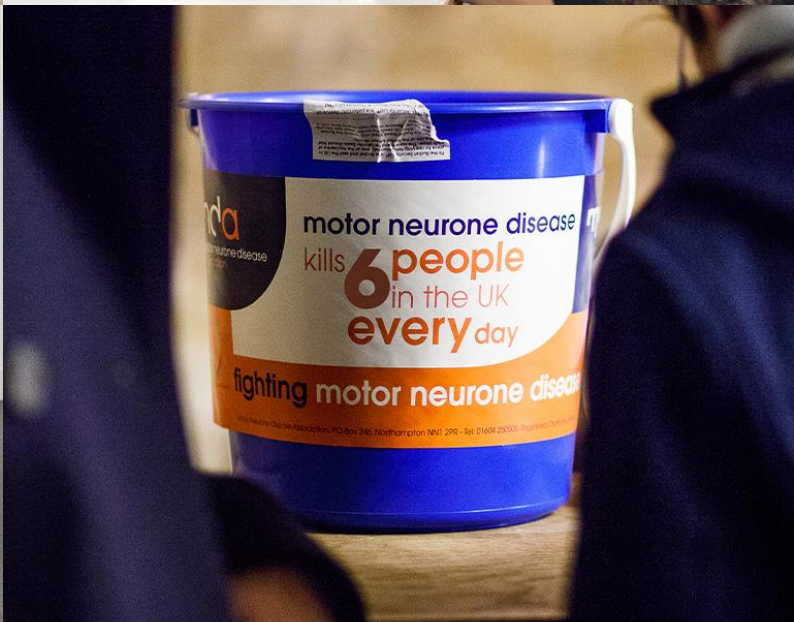


# Recruitment Pack

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**



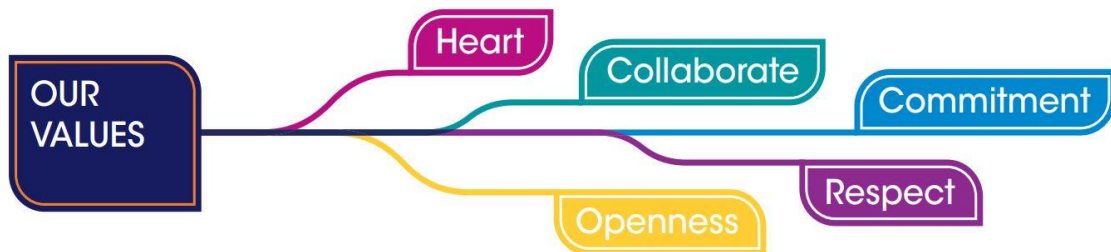
## Our vision and values

### 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:** Head of Brand & Marketing

**Team:** Marketing

**Directorate:** Engagement

**Salary:** circa. £63,000 per annum plus benefits

**Location:** Northampton office with hybrid-working

**Hours:** 37 hours per week

**Contract Type:** Permanent

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

Are you a strategic thinker with a passion for making a difference? Ready to lead on marketing initiatives that have a lasting impact?

We are seeking a Head of Brand and Marketing to join our Engagement Team at the Motor Neurone Disease (MND) Association. This role is pivotal in building the Association's brand and developing a marketing strategy that amplifies our impact for those living with and affected by MND.

You will be a powerful advocate of the strategic importance of a strong, aligned, and consistent brand. You will be responsible for the delivery of integrated marketing campaigns that maximise the Association's ability to raise income, provide services and win support for campaigns to make life better for people living with and affected by MND. Achieving clear goals and providing leadership and direction to the marketing and brand teams.

Collaboration is key – you'll work closely with internal stakeholders, including our Head of Communications, to enhance our visibility through targeted campaigns and public awareness-raising activities. Ensuring our external-facing activities feel coherent and coordinated, supporting the building of the brand and the success of our products and services.

Your responsibilities will include developing annual marketing and content plans, overseeing the development and delivery of multi-platform content. You will lead integrated marketing campaigns and an audience-first approach to enable insight-driven marketing activities to evidence our impact, ROI, and drive engagement.

Building relationships is at the core of this role. You'll engage with senior stakeholders to promote the importance of brand strategy in achieving our organisational objectives. Additionally, you'll empower our marketing and brand teams, encouraging creativity and innovation to deliver work with measurable results.

Monitoring and evaluating performance metrics will be crucial in refining our strategies and demonstrating impact. You'll manage the marketing and brand budget, ensuring resources are allocated to maximise outcomes.

This is a fantastic opportunity to join the MND Association at a transformative and exciting time! Apply today to be part of a forward-thinking and dedicated team.

## Job purpose

Build the MND Association's brand and develop a marketing function in a way that maximises its ability to have impact for people affected by MND.

## Main responsibilities

- Develop and embed an organisational brand strategy, aligned with the Association's strategy, to underpin internal and external audience-facing activity and ensure a consistent excellent experience at every touch point with the Association.
- Develop and embed an organisational marketing strategy to deliver on the Association's strategic ambitions, working with key internal stakeholders to ensure integration.
- In collaboration with the Head of Communications, develop and deliver a strategic approach to awareness raising through both targeted and public awareness-raising activities within a marketing and communications framework.
- Lead on brand content and creative production for the charity including delivery of a schedule of work across our publications.
- Build excellent relationships at a senior level to influence and build engagement with the role of brand strategy and strategic marketing in the development and delivery of corporate strategy and aims.
- Lead and develop an audience-first approach to enable insight-driven marketing activity, to include evidencing impact and ROI.
- Development of an annual marketing plan to deliver the marketing strategy.
- Development of a content plan to ensure multi use and multi-platform content, and include insight-based planning, creation, storage and distribution of content.
- Development and delivery of integrated marketing campaigns, in collaboration with cross-directorate teams, based on insight, to target audiences, to meet directorate and organisation level objectives.
- Working with the Head of Communications ensure that our external-facing activities feel coherent and coordinated, supporting the building of the brand and the success of our products and services.
- Lead and empower the marketing and brand teams, encouraging creativity and innovation to deliver work with measurable impact.
- Set, monitor, evaluate and report on brand and marketing metrics and KPIs to ensure campaign optimisation and prove impact.
- Develop, manage and report on the Marketing and Brand budget.
- Undertake any other task relevant to the job purpose and ensure that all functions performed reflect the Associations mission and core values.

## Direct Reports

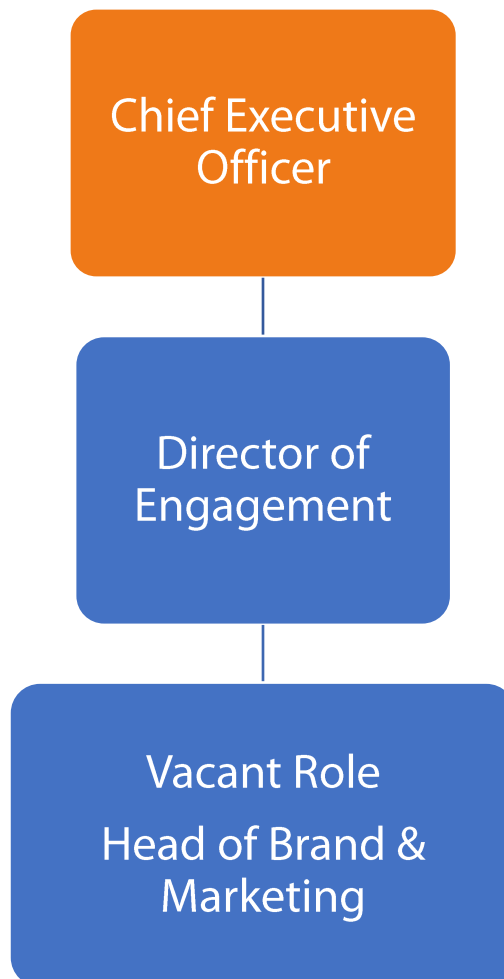
- Marketing Manager

The team also includes a Publications & Projects Lead and Marketing Co-Ordinator (TBC)

## Essential criteria

- Experience of brand development and building brand equity.
- Experience of leading integrated campaigns.
- Ability to influence and build relationships at a senior level.
- Proven ability to lead a team, including line management and budget management.
- Deep understanding of the role of brand in the charity context.
- Experience of managing agency relationships.
- Proven ability to develop marketing plans that support the delivery of other teams' products and services.
- Commitment to developing a brand and marketing function that puts people affected by MND at its heart.
- Ability to use data and insights to inform strategy.

## 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 brand development and building brand equity.
- Experience of leading integrated campaigns.
- Proven ability to lead a team, including line management and budget management.

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.

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



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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