

# Candidate pack

## Marketing 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.**



**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:** Marketing Manager

**Salary:** £50,000 per annum

**Location:** Northampton

**Contract:** Permanent

**Hours:** 37 hours per week

**Reports to:** Head of Brand and Marketing

## Job purpose

Lead the development and delivery of integrated marketing campaigns that inspire action, deepen engagement and bring our mission to life. You'll ensure we reach the right audiences with the right message at the right moment, supporting the full marketing funnel and strengthening our brand presence across the organisation.

# Main responsibilities

- Develop and deliver impactful marketing strategies for major integrated campaigns across the Association, ensuring activity is insight-driven and aligned to organisational priorities.
- Own and manage the Marketing planning calendar, coordinating activity seamlessly with Communications, Brand and Data teams to optimise targeting, messaging frameworks and data selection.
- Lead on creating a charity-wide Audience Segmentation Framework, and be the Marketing lead on supporter experience and journey initiatives.
- Define clear objectives, KPIs and channel strategies for flagship campaigns across Marketing, Policy, Support Services, Partnerships and Income Generation—ensuring all activity reflects our new brand (launched January 2026).
- Set the future direction of the Association’s long-standing ‘Thumbprint’ magazine, clarifying its audiences, purpose and potential and ensuring it continues to evolve.
- Oversee the marketing promotion of new strategies (Organisational, Research, Impact and Annual), translating them into compelling audience-facing communications.
- Shape and refine integrated briefing and project management processes across the Engagement Directorate, ensuring clarity and collaboration. Oversee the production schedule and workflow for the marketing team.
- Build and champion our ‘hub and spoke’ marketing model, equipping colleagues across the organisation to deliver consistent, high-quality marketing activity that stands out in a crowded sector.
- Manage and develop the Marketing Coordinator, guiding campaign planning and helping shape a culture of creativity, collaboration and continuous improvement.
- Collaborate with the Head of Brand and Marketing and senior leads to develop robust annual marketing budgets that support organisational goals and deliver value.
- Undertake any other task relevant to the job purpose and ensure that all functions performed reflect the Associations mission and core values.

# Essential criteria

- Proven experience leading a broad range of marketing projects and integrated campaigns.
- Strong expertise in developing audience segmentation models and actionable audience profiles.
- Experience managing small, high-performing teams and improving workflow and process efficiency.
- Ability to build trusted, productive relationships with colleagues at all levels and across functions.
- Confident creative leadership, including running workshops and presenting engaging concepts.
- Strong brand stewardship capabilities and the ability to influence and negotiate effectively.
- Excellent organisational and project management skills, with the ability to prioritise and stay calm under pressure.
- Proven experience overseeing significant marketing budgets, from five-figure to six-figure allocations.
- Comfortable managing multiple deadlines and shifting priorities in a fast-paced environment.
- Exceptional attention to detail.  
Commitment to ongoing professional development and learning.



# 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.**