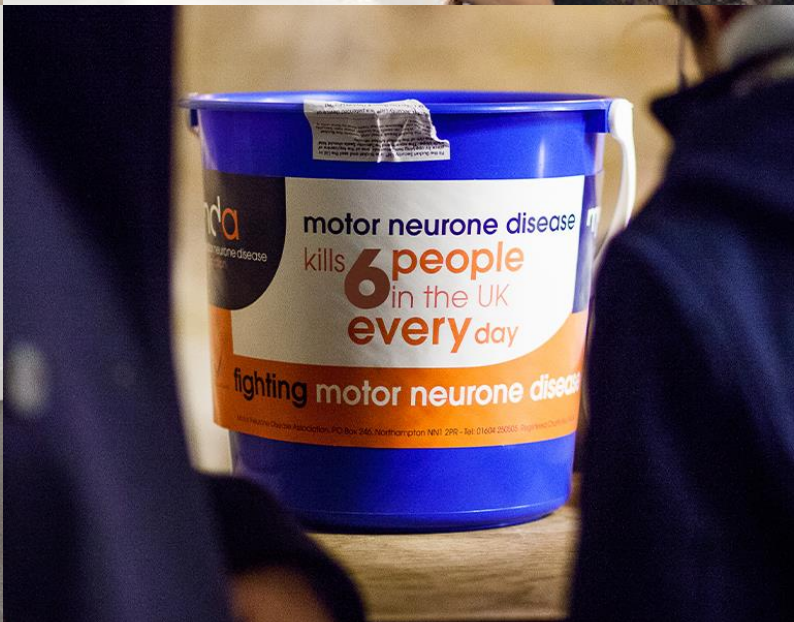


# Recruitment Pack

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**





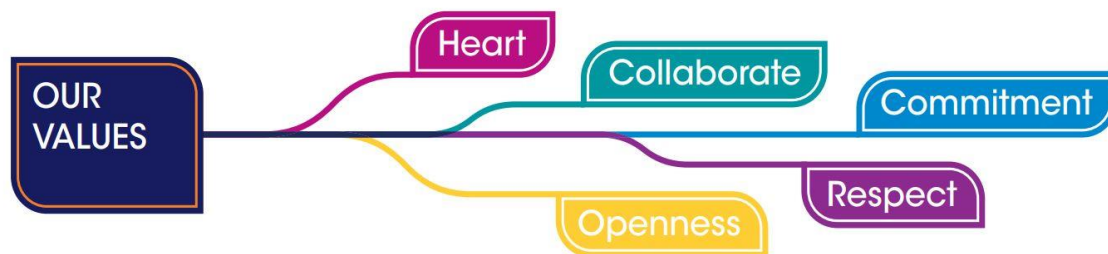
## Our vision and values

### 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:** Regional Fundraiser: Thames Valley  
**Team:** Community Fundraising  
**Directorate:** Fundraising  
**Salary:** £35,000 per annum plus benefits

**Hours:** 37 hours per week  
**Contract Type:** Permanent  
**Location:** Home-based with travel requirements across designated region

Are you passionate about making a difference in your community? Join us as a Regional Fundraiser at the Motor Neurone Disease (MND) Association. You will play a pivotal role in identifying and executing fundraising activities to achieve our income and expenditure targets.

As a Regional Fundraiser, you'll engage with various fundraising avenues, including community, corporate, trusts, major donors, and legacies. By collaborating with specialists across these areas, you'll ensure our fundraising efforts are maximised for impact.

Understanding the characteristics of your local community will be key to tailoring our strategies effectively. By building strong relationships with local supporters and those with influence in the community, you'll drive engagement and support for our cause.

You'll also play a vital role in developing our volunteer network, providing support and motivation where needed. Your focus will be on activities that offer a strong Return on Investment (ROI), fostering collaboration and knowledge-sharing across branches and groups.

Representing at MND Association events, cheque presentations, and through talks and presentations, you'll amplify our message and inspire participation of branches and groups in national events.

Working closely with the Director of Regional Care and the team, you'll contribute to achieving our strategic objectives. Ensuring compliance with legal and regulatory requirements, including Charity Commission standards and the Data Protection Act, will be central to your responsibilities.

Effective management of our community fundraising activities, including financial tracking and reporting, will be essential. You'll utilise tools like our fundraising database (Raisers Edge) to maintain accurate records and provide insights for decision-making.

**This role requires travel across the Thames Valley region and will include occasional evening and weekend hours. A driving license is essential.**



## Job purpose

Identify, develop and undertake fundraising activities to meet agreed income and expenditure budgets in the Region and to maximise the ROI of fundraising activities.

## Principle accountabilities

- Work across all elements of the fundraising mix including community, corporate, trusts, major donor, and legacies within the Region and to work with the specialists in these areas in the Fundraising Department.
- Build understanding of the local community so that strategy can be tailored to locality.
- Build and develop relationships with key local supporters and those with influence in the community.
- Support, motivate and develop the Regional branch and groups volunteer network in their fundraising activities, if the activity has a good Return on Investment (ROI), and to build on developing cross fertilisation across the branches and groups.
- Attend functions, cheque presentations and give talks and presentations on behalf of the Association.
- Promote participation of branches and groups in national events.
- Meet the Associations strategic objectives by working closely with the Director of Regional Care and other members of the team.
- Ensure that all Branches and Groups, meet within:
  - The law
  - Charity Commission requirements,
  - The Charity Act
  - The Data Protection Act
  - The codes of practice of the Institute of Fundraising
- Ensure the appropriate systems are in place for the effective management of the Association's community fundraising activities, including the chasing of money.
- Develop and maintain records on the raisers edge database and to provide reports on activities as requested.
- Undertake any other task relevant to the job purpose and ensure that all functions performed reflect the Associations mission and core values.

## Essential criteria

- A strong background in Community fundraising.
- Demonstrable evidence of working with volunteers.
- Demonstrable experience of motivating and coaching individuals.
- Demonstrable experience of devising, implementing, and monitoring systems and procedures.
- Experience of managing complex projects.
- Proficient IT skills.
- Ability to work on own initiative without direct supervision.
- Ability to plan, prioritise and multi-task, particularly in times of significant pressure.
- Ability to build and maintain relationships at all levels.
- Ability to communicate effectively, accurately, and creatively, both verbally and in writing.
- High level of tact and diplomacy.
- Ability to work effectively as part of a team.
- Professional, target driven approach.
- Ability to work unsocial hours as required.
- Full clean driving licence.

## 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:

- A strong background in Community fundraising or Relationship Management.
- Evidence of working with volunteers.
- Ability to communicate effectively to build and maintain relationships at all levels.

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 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 NN6 3BJ  
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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