



CANDIDATE PACK FOR DIRECTOR OF ENGAGEMENT

WELCOME

Thank you for considering this exciting opportunity to join our Executive Leadership team as our new Director of Engagement at such a pivotal stage in our charity's journey.

The Motor Neurone Disease Association is a national membership organisation with a local feel – our 90 branches and groups are run by incredibly dedicated and experienced volunteers who deeply understand and support their local MND community.

We are at a very exciting and interesting time as a charity, where we need to evolve so we can offer further choice and control for people who have been diagnosed with this awful disease, as well as offering hope for the future as our research advances. We need to provide impactful support and leadership for our whole community. Having grown rapidly in recent years, we now need to build on our success and growing profile, ensuring we are well positioned for further growth, extending our reach, ensuring access to timely information and services, while supporting the development of further research and evidence based effective treatments for people with MND.

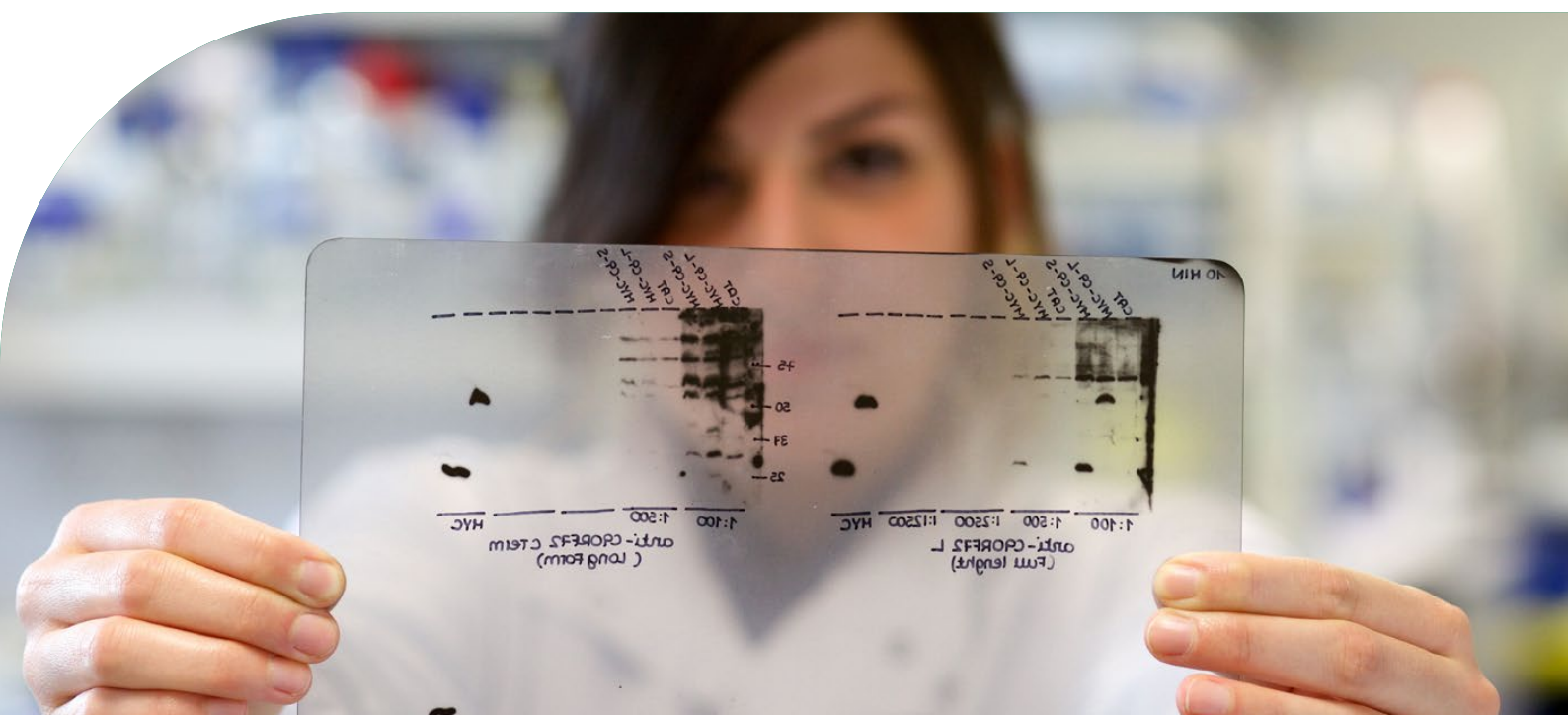
We're looking for a strategic, visionary leader with exceptional communication skills and experience of leading a multi-functional team that embraces policy, campaigns, patient involvement, marketing, brand, VIP/Ambassadors and communications, to help take our brand to the next level and enhance our impact further. You will be experienced at managing strategic stakeholder relationships at a senior level, and adept at the role we play in influencing national public policy. An understanding of the key health and social care issues, NHS structures and the know how to engage effectively with Westminster and the devolved assemblies in Wales and Northern Ireland, are important aspects to this role. Collegiate and driven to succeed, you will work closely with me and the wider leadership team to lead the charity towards continued success. Whatever your background, you must be able to demonstrate a real understanding of what motivates people to work or volunteer with us and the complex, often highly challenging and emotive environment we operate in.

We are an open, non-hierarchical organisation and as our Director of Engagement you will actively embrace this approach. We are on a journey of transformation and are looking for leaders who can motivate, seize opportunities, empower their teams and innovate. We want our employees, volunteers and trustees to represent the diversity of the communities of which we are a part, and for our research, services and influencing work to reflect the diverse needs of all those living with MND.

To hear more about what we are looking for in our new Director, please [click here](#).

Having listened to this, if you feel inspired by our journey and you bring the drive, gravitas and ambition we are looking for, I hope you will read on to find out more.

Tanya Curry
Chief Executive



ABOUT US

ABOUT THE MND ASSOCIATION

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 providing 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.

We have over 10,000 active volunteers in England, Wales and Northern Ireland and 220 employees, all dedicated to improving the lives of people affected by MND, now and in the future. We improve care and support for people with MND, their families and carers.

People with MND, their families and carers are at the heart of everything we do.

OUR VISION

A world free from MND.

WE PROMISE

The MND Association is harnessing the hope within our community to speed up progress towards a world free from MND, by committing to five promises.

After more than 40 years' work, there is more knowledge, more co-ordinated care and more support than ever. But it's not enough. Our five promises give us a renewed focus to work faster and fight harder to strive for better – together with our community.

These promises have been shaped by our community and they will power everything we do

Promise 1: 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: 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: Every day with MND counts

For people with MND, technology can help life be the best it can. The MND Association Think Tank is working with tech giants from around the world to find solutions to real-life problems.

Promise 4: 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: 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.

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.

To find out more please visit <https://www.mndassociation.org/about-us/who-we-are/strategy-and-annual-reports>

To read our impact and annual reports please visit:

[Annual Report 2022](#)

[Impact Report 2022](#)

DIVERSITY, EQUITY AND INCLUSION

Motor neurone disease is an equal opportunities condition. Although it is more prevalent amongst older people it does not discriminate directly or indirectly on the grounds of sexuality, ethnicity, religion, disability, sex or age.

At the Association, we are committed to equity, value diversity and are determined to be fully inclusive in order that we can help ensure that people with and affected by MND get the best possible care and support in their particular circumstances.

<https://www.mndassociation.org/about-us/who-we-are/diversity-equity-and-inclusion/>



JOB DESCRIPTION

Job title: Director of Engagement

Reports to: CEO

Direct Reports: Head of Campaigns, Policy and Public Affairs, Head of Communications and Marketing, Head of VIP Liaison and Events

JOB PURPOSE

As a member of the Executive Leadership Team (ELT), the Director of Engagement will provide the strategic leadership, development and delivery of our Policy, Campaigns, Patient Involvement, Marketing, Brand and Communications, to support the Association's strategy.

As the Director accountable for policy and influencing at the leading MND charity, you will work with patients and key stakeholders to deliver campaigns and influence policy change on the issues that make a difference to people's lives.

In this role you will take our brand to the next level, driving brand experience internally and externally and be accountable for ensuring the charity's reputation is guarded, managed, and enhanced.

You will provide executive leadership across the organisation whilst leading your directorate to deliver excellent, proactive engagement and experience across the organisation, and beyond.

PRINCIPAL ACCOUNTABILITIES

Leadership

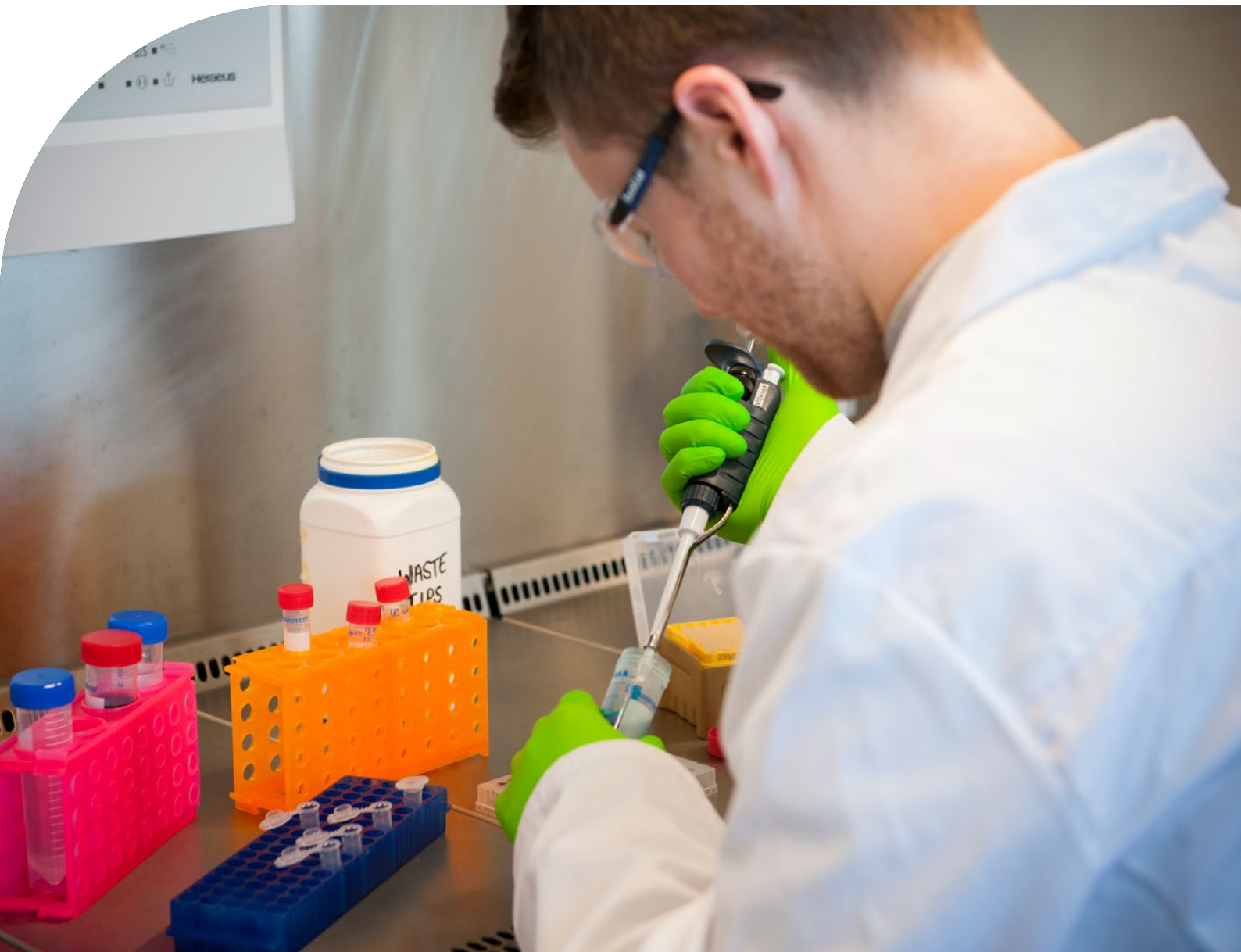
- Provide credible and collaborative leadership support and challenge to the CEO and the Executive Leadership Team, contributing to all areas of Association leadership and strategic development.
- Provide inspirational leadership for the Engagement Directorate - a multi-disciplinary team, ensuring its capable of delivering its objectives and fulfilling its contribution to the Association's strategic outcomes.
- Ensure robust monitoring and evaluation against the MND Association's organisational and directorate priorities, performance indicators and budget to maximise the impact for people affected by MND.
- Act as the trusted and professional adviser to the CEO, Directors, and Trustees on all matters within the key areas of Policy, Marketing, Brand and Communications.
- Act as a champion and role model of the Association's values and ensure that they remain aligned with the current needs of people with motor neurone disease.

Policy and influencing

- Provide strategic leadership and oversight of the Association's Policy and Influencing strategy, including the development of policy calls and public influencing campaigns.
- Build and maintain a programme of high-level external relationships with decision makers and other key stakeholders within Westminster and devolved assemblies in Wales and Northern Ireland.
- Oversee the development and effective delivery of an access to medicines programme including policy, campaigning, market access and patient engagement.
- Oversee the development and delivery of a patient involvement programme, ensuring the MND community guide and shape key areas of work across the Association.
- Harness the power of collaborating with other charities based in the UK and internationally to influence change in policy and practice.

Marketing and Communications

- Provide strategic leadership and oversight of the external Marketing, Brand and Communications (internal and external) strategy including VIPs and Events to enhance the Association's impact.
- Lead the development of the Brand, maximising brand engagement, relevance, and awareness internally and externally.
- Ensure integrated campaigns are delivered across Marketing, Communications, Fundraising and Policy to achieve the Association's strategic objectives.
- Ensure the delivery of a proactive programme of Media and PR activity to raise the profile of MND Association and increase engagement with the key audiences.
- Ensure effective relationships with journalists and media contacts, other charities and campaign coalitions, celebrities and high-profile supporters are developed and maintained.
- Ensure regularly updated crisis management plans are in place and advise trustees, the CEO, and the Executive Leadership Team regarding media opportunities and risks to reputation.
- Oversee an effective programme of reaching the MND community and key stakeholders through events.
- Act as an ambassador and spokesperson for the Association to the media and at events.
- To undertake any other task commensurate to the job purpose and its grading and to ensure that all functions are performed with due regard to the Association's mission and core values.



PERSON SPECIFICATION

KNOWLEDGE AND EXPERIENCE

- Executive leadership experience in complex organisations and influencing at Board level.
- Highly skilled and experienced as a people manager, with success in shaping and developing high performing teams with a clear strategy.
- Demonstrable track record of building and managing strategic stakeholder relationships and influencing national public policy.
- Knowledge and understanding of health and social care issues, NHS structures and Westminster and the devolved nations of Wales and Northern Ireland.
- Experience of measuring outcomes and impact that track back to the mission and purpose of an organisation.
- Experience of complex decision making – including as a member of the senior team.
- Experienced with all aspects of media presentation, including crisis communication management.

SKILLS AND ABILITIES

- The ability to translate strategy into delivery and to effectively communicate with a broad range of individuals, influencing and directing change.
- Ability to effectively build brand profile and a commitment to integrated planning to maximise an organisation's impact.
- Strong communication, interpersonal and consultative skills with the ability to positively engage, partner and collaborate with stakeholders and colleagues to secure buy-in, negotiate and influence.
- A problem solver who helps develop solutions that make a difference in situations where there is a complexity of multiple stakeholders.
- Highly capable of developing and maintaining external relationships and networking across professional and operational boundaries that influence and benefit the work of the Association.
- Strong organisational skills and an organised approach to delivering objectives whilst also able to identify and maximise collaboration and opportunities.
- Ability to lead strategic planning, results-based management and reporting.

STYLES AND BEHAVIOURS

- Emotional intelligent leadership style, open to feedback and learning.
- Empowering and visionary.
- Bravery and confidence in leadership and decision making.
- Culturally intelligent and role models a values-driven approach.
- Takes accountability, and leads by example, visibility and empowerment.

VALUES

- As a director, act as a champion and role model of the Association's values and ensure that they remain aligned with the current needs of people with motor neurone disease.
- Engage, involve and empower all our people to live and deliver through our values.

TERMS OF APPOINTMENT

SALARY

The salary for this role is c. £90,000 per annum on a full-time permanent basis.

LOCATION

Hybrid working with a regular presence in our Northampton office and London office.

PENSION

The option of the Auto Enrolment Scheme where the employee and employer both contribute 4% of your monthly salary, calculated after tax and national insurance (NI) have been deducted or an Enhanced Salary Sacrifice Scheme where the employee contributes a minimum of 5% and the Association contribute 8.1%, calculated before tax and NI are deducted.

ANNUAL LEAVE

28 days holiday, rising to 33 days after 5 years' service, plus bank holidays.

ADDITIONAL BENEFITS

- Access to UK Healthcare which includes reimbursement for dental appointments, eyecare, Health & Wellbeing screening and therapies.
- Access to a 24/7 phone and video GP Service.
- Access to a confidential counselling helpline.
- Salary sacrifice schemes to include:
 - Cycle to work.
 - Buy and sell annual leave.
- Life assurance.
- BenefitHub which offers lifestyle discounts and offers on everyday shopping.
- Opportunities for training and personal development.



HOW TO APPLY

We hope you will consider making an application. If you have questions about the appointment and would find it helpful to have an informal conversation, please contact katy.giddens@starfishsearch.com and we will be happy to arrange a call. To make an application, please go to <https://starfishsearch.com/jobs/mnda-dir-engagement/> and click on the apply now button, with the following prepared:

- Your CV (no more than three sides).
- A supporting statement (no more than two sides) that sets out why you think this role is the right move for you and how you meet the knowledge and experience criteria.

We would also be grateful if you would also complete the Equality and Diversity monitoring form on the online application process. This form is for monitoring purposes only and is not treated as part of your application.

Closing date:	Friday 8th December 2023
Preliminary interviews:	Between 20th December 2023 and 5th January 2024
First panel interview online:	w/c 22nd January 2024
Final panel interview in person:	w/c 29th January 2024

