



# CANDIDATE PACK FOR DIRECTOR OF INCOME GENERATION

# WELCOME

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Thank you for considering this exciting opportunity to join our Executive Leadership team as our new Director of Income Generation 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.

As our new Director of Income Generation, you will have a key role to play in this as we seek to grow our income to support these ambitions. We're looking for a strategic and ambitious leader who will embrace this role with passion and pace to help us grow beyond the c. £30m of fundraised income we currently secure.

You will be an established senior fundraising leader with a successful track record of leading and developing multi-functional teams to deliver growth across a portfolio of channels, including individual giving, high value, corporate, trusts, legacies and community fundraising. A natural relationship builder, you will be adept at engaging with a wide a range of partners, donors and volunteers to create an exceptional supporter experience. Collegiate in your approach, you will be an inspiring leader, have the ability and confidence to test and learn, showing agility and creativity in your approach. You will be highly engaging and able to adapt your approach to anyone you are working with. You will value managing relationships, providing excellent supporter care, and have the drive, gravitas and presence to deliver transformational change and success. As a member of ELT, you will also work closely with me and the wider leadership team to lead the charity towards continued success.

We are an open, non-hierarchical organisation and as our Director of Income Generation you will actively embrace this approach. 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 and ambition we are looking for to really develop our charity to the full potential for our community, I do hope you will read on to find out more.

**Tanya Curry**  
Chief Executive



# ABOUT US

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## 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

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**Job title:** Director of Income Generation

**Reports to:** CEO

**Direct Reports:** Head of Trusts, Head of Community Fundraising, Head of Individual Giving (includes membership), Head of Corporate and Philanthropy, Head of Supporter Care, Head of Data and Insight

## JOB PURPOSE

### Principal Accountabilities

In this role you will drive the charity's growth by developing our income generation strategy and programme to maximise returns from a diverse income portfolio and deliver sustainable growth for the MND Association.

As a member of the Executive Leadership Team (ELT), the Director of Income Generation will provide the strategic leadership, development and delivery of our Individual Giving (including membership), High Value and Community Fundraising programmes to support the Association's strategy.

You will provide executive leadership across the organisation whilst leading your directorate to deliver excellent fundraising opportunities and supporter experience that will build long lasting relationships with supporters, donors and partners.

### 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 Fundraising Directorate - a multi-disciplinary team of staff and volunteers across a wide geographical area - ensuring its capable of delivering its objectives and fulfilling its contribution to the Association's strategic outcomes.
- Ensure robust performance monitoring and evaluation against the MND Association's organisational 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 income generation.
- 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.

### Income Generation

- Grow and diversify income generation programmes, optimising opportunities and maximising returns on investment to exceed income projections.
- Maintain strong performance monitoring, evaluation and reporting of all income areas and refine and pivot strategies to hit or exceed targets across the income portfolio.
- Regularly present plans, income forecasts and performance to the Executive Leadership Team and Trustees.
- Promote a culture of continuous improvement and innovation, driven by data and insight and test and learn approaches.
- Develop and grow existing and new income products to ensure the charity is well placed to adapt and respond to external trends and new opportunities.
- Work collaboratively with colleagues, volunteers, branches and other stakeholders identifying new sources of income.
- Engage in the development and management of significant high value relationships, partnerships and other key supporters to deliver an excellent supporter experience and grow income.
- Build a significant acquisition programme, retaining supporters with a strong supporter journey that delivers an excellent experience and creates lasting relationships.
- Work with the Director of and their team to embed the brand and a unified approach to fundraising, marketing and integrated planning and campaigns.
- To ensure that all Heads of income programmes work collaboratively to maximise opportunities for cross selling products.
- Ensure all activities are compliant with relevant UK legislation, codes of practice, including GDPR and safeguarding and best sector practice.

# PERSON SPECIFICATION

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## KNOWLEDGE AND EXPERIENCE

- Experience of working at leadership level with proven experience of successful innovation across a diverse income generation portfolio to deliver growth.
- Highly skilled and experienced as a people leader, with success in shaping and developing ambitious and high performing teams who are aligned behind a clear strategy.
- Experience of managing and leading high-level external relationships and delivering excellent stewardship to generate income.
- Experience of integrated planning to maximise the efficiency and impact of integrated campaigns.
- Experience of measuring outcomes and impact that track back to the mission and purpose of an organisation.
- Awareness and understanding of regulation, policy, best practice codes and ethical considerations relevant to income generation.

## SKILLS AND ABILITIES

- A problem solver who helps develop solutions that make a difference in situations where there is a complexity of multiple stakeholders.
- Strong communication, interpersonal and consultative skills with a strong ability to positively engage, partner and collaborate with stakeholders and colleagues to secure buy-in, negotiate and influence.
- Strong financial skills and commercial acumen and significant experience of managing multi-million-pound budgets with a focus on efficiency and value for money.
- Excellent data analysis and insight and evaluation skills with good experience of evidence-based decision making.

## 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

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## 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.



