

Recruitment pack

Information for applicants

For the role of:

Communications and Marketing Manager

Application closes: 26 August 2026 at 9.00am

First round of interviews: 10 September 2026

Applications to: recruitment@mstrust.org.uk

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At a glance

Key information

Job role

Communications and Marketing Manager

Timescales

The closing date for applications for this role is **26 August 2026 at 9.00am**

First round of interviews will be held virtually on **10 September 2026**, with second interviews in person at our Letchworth office on **17 September 2026**.

How to apply

Please complete an application form and email it to recruitment@mstrust.org.uk

Please leave your application in **Microsoft Word format**.

See more information about the role on page 10 under 'Job description'

From the CEO

An exciting opportunity

Thank you for your interest in the role of Communications and Marketing Manager at MS Trust.

MS Trust is a UK charity which brings together expertise from every angle to help everyone feel more in control of their MS, today and every day. Through trusted information and compassionate support, the training of new MS healthcare professionals, and research rooted in real experience – we're here for every MS. Every day.

For more than 30 years, we've listened to the MS community. We know that from the moment of diagnosis, it can feel as though your sense of self has been taken away.

But when treatment and support are fragmented and unpredictable, life becomes even more challenging. At MS Trust we exist to give everyone living with MS the knowledge and confidence they need to feel more in control.

It's an exciting time to join MS Trust, we have just launched a new strategy and brand identity which puts people with MS firmly at the heart of what we do. The strategy focuses on three key priorities:

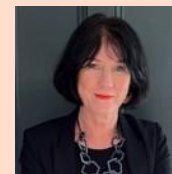
- Providing trusted information and support
- Driving excellence and equity in treatment and care
- Powering research rooted in real experience.

“
We provide trusted information to help people with MS live the best life possible
”

With this renewed focus, we are ready to support the MS community through their journey – for every MS, every day.

As Chief Executive, I'm proud to work alongside passionate and talented colleagues on this amazing cause.

I would like to take this opportunity to invite you to make your own personal contribution to our challenge, and work with us to make a real difference every day to the lives of the 150,000 people living with multiple sclerosis in the UK.



Lucy Taylor
Chief Executive

About us

Here for everyone affected by MS

Around 135 people are diagnosed with multiple sclerosis every week in the UK. That's one person every two hours.

A diagnosis of MS can mean life suddenly becomes very unpredictable and control may feel like it has slipped away. Day to day life can start to feel very daunting, but when care and support are inconsistent too, the struggle only deepens.

MS Trust is here to change that. From our very beginnings, we've been driven by a belief that the way things are isn't the way they have to be.

When friends Chris and Jill decided enough was enough and that people living with MS needed to feel more in control of their condition, MS Trust was born. Ever since, we've been working to demystify MS, and provide the best and most relevant information to everyone living with MS, whatever it looks like for them.

Today, we bring more parts of MS expertise and support together than ever.

“
MS Trust is here for everyone affected by MS, from the moment of diagnosis and throughout their journey.
”





135

people are diagnosed
with multiple sclerosis
every week in the UK.

“

We support and train
MS health professionals and
fund MS specialist nurses and
Advanced MS Champions
across the UK.

”

Trusted support and information - We are committed to providing the best possible information and support to help people navigate their life with MS. Through our website, publications, and helpline, we are here every day to give the support needed.

Quality support and treatment - We drive excellence and consistency in treatment and support. From our education programmes and Conference to the placement of health professionals, we work to ensure everyone living with MS has access to the support they need.

Conducting vital research into MS - We drive research into the issues that matter most — whether that's symptom management or better care. We listen to the MS community and work with leading researchers, to ensure results are translated into positive action improving daily life.

Expertise from every angle. For every MS. For every day.

Our Values

At MS Trust we place people with MS at the heart of everything we do. They shape and guide our work, and our team embodies the values that we hold.

Credible: We ground our work in evidence, expertise and professionalism. We communicate clearly, honour commitments, and act with integrity to earn the confidence of people with MS, their families, carers and healthcare professionals across the MS community.

Curious: We embrace learning, challenge assumptions and seek new ways of making a positive difference. Staying curious, open-minded and adaptable, we transform services, value diverse perspectives and encourage innovation so we remain relevant and look ahead with confidence.

Caring: People with MS are at the heart of what we do, treating everyone with kindness, respect and empathy. We listen, support, guide and create an inclusive environment. We consider how our actions impact those with MS and people around them everyday.

Our Team

We are a small and friendly team of around 35 staff and a growing number of volunteers. In our March 2025 staff survey, 83% of staff said they would recommend MS Trust as a good place to work.

The top three things our staff like about working at MS Trust are:

- Their colleagues and the team spirit
- Making a difference for people with MS
- The challenge and variety of the work

Our survey also revealed that:

90% of our staff said they would work with their line manager again.

93% said that they worked in a suitable environment – whether at home or in the office.

86% said they both enjoyed their work and feel it plays to their strengths.

Join us at MS Trust and make a real difference to people living with MS every day.



“
We are in a position to make
a difference for people with
MS. The charity is small
enough for my personal
impact to matter

”

Benefits

Working with us

We offer a range of benefits to employees:

Annual leave

You will start with 25 days (28 days for manager roles) of annual leave, plus bank holidays. This increases by one day for each year of service up to a maximum of 30 days (pro rata for part time employees).

Death in Service

We offer a tax-free death in service benefit of four times your basic salary, should the unthinkable happen and you die while in our employment (subject to age limit).

Hybrid working

We offer hybrid working to all employees, with most roles subject to a minimum of one day a week in our offices in Letchworth.

Company pension

Company pension with enhanced employer contribution of 5% once employees have completed their probationary period. A salary sacrifice scheme is available.

Enhanced maternity, paternity and adoption pay

We offer 12 weeks fully paid maternity, paternity and adoption leave.

Supportive culture

At our last employee engagement survey, 97% of respondents said that the Trust enabled them to manage their work and personal lives.

How to apply

Completing your application

Please complete an application form and email it to recruitment@mstrust.org.uk

Please send your application **Microsoft Word format.**

Our Location

Spirella Building Letchworth
Garden City SG6 4ET

Timescales

The closing date for applications for this role is

26 August 2026 at 9.00am

First round of interviews will be held virtually on **10 September 2026**, with second interviews in person at our Letchworth office on **17 September 2026**.

Selection process

Shortlisting of applications will be based on the information supplied in the application form using the selection criteria in the person specification.

We are an equal opportunities employer. Our recruitment process is designed to prevent discrimination due to unconscious bias and promote equality, diversity and inclusion.

Shortlisted candidates will be invited to interview. We will not contact you if you have been unsuccessful at the application stage, and if you have not heard from us within two weeks of the closing date for applications, you should assume you have been unsuccessful.

Job description

Communications and Marketing Manager

At MS Trust people with MS and their families are at the heart of everything we do.

Reports to

Head of Comms, Marketing and Health Information

Salary

£25,879 pro rata (£43,131 FTE)

Hours

21 hours per week

Location

Hybrid – one day per week in our Letchworth Office

This is a brand-new role and a fantastic opportunity for the right person to come in and help us shape and support our communications and marketing activity. Having rebranded and launched a new organisational strategy last year, we are now seeking to grow the team to support new and growing areas of work.

You'll lead and support the Communications and Marketing team while building compelling campaigns that amplify our voice and increase our impact within the MS community.

As a confident and versatile communicator, you'll be comfortable adapting your writing style for diverse audiences and channels, producing

everything from external communications and press releases, to digital content, news stories and authoritative articles.

You'll champion our new brand, ensuring it's brought to life consistently across all our channels and use your marketing expertise to expand our reach across the MS community.



Principal accountabilities

The role will involve a number of tasks and accountabilities including but not limited to:

- Lead on communications and marketing campaigns such as MS awareness week, that grow and strengthen our brand whilst also meeting our organisational goals.
- Champion our new brand, making sure it's used consistently and to a high quality across all our communication channels.
- Develop our personal stories bank to support both our fundraising and to highlight the impact of our work.
- Proactively manage and report on our PR activity, including press releases and planned campaigns.
- Lead on the strategic direction of our social media channels while working closely with the Digital Marketing Officer.
- Monitor and analyse campaign and channel performance, using data led insights to continuously optimise and improve impact.
- Raise awareness of MS Trust's brand, fundraising and the work we do, including new focal points such as research and the growth of our education programmes.
- Lead on commissioning and managing photography and imagery use.
- Oversee our ambassador programme.
- Maintain oversight and keep updated, our key messages and key organisational webpages.
- Oversee the communications and marketing budget, ensuring investment is directed towards the most impactful growth opportunities.
- Support the production of content where necessary including digital ads, web content, emails, social content, podcast and video.
- Responsible for producing high-quality, compelling copy that is clear, accessible, and tailored to a range of audiences and communication channels, ensuring consistency of tone, purpose, and impact across all outputs.
- The list of duties in this job description is not intended to be complete but is expected to act as a guide to main areas of key responsibilities.

Key relationships

The post holder will be expected to work with others as shown below:

Internal	Nature
Executive team	Working closely with the Executive Team to ensure strategic alignment and sign-off on external communications.
Head of Marketing, Communications and Health Information	Reporting into and working with to deliver the communications and marketing plan for the charity.
Digital Marketing Officer and Senior Digital Content Creator	Line managing and developing, whilst forming a collaborative working relationship.
Digital, database and IT	Collaborating to deliver web-based campaigns while ensuring full data compliance.
Finance and Operations colleagues	Working together to manage budgets and expenditure.

External	Nature
Third party agencies	Where appropriate working with third party agencies to support and enhance the work of the charity.
People who live with MS	Ensuring that the voices of people living with MS are represented through all our communications.
Healthcare professional s/Clinical Advisor	Ensuring that health professionals are involved in the development and delivery of our content.

Person specification

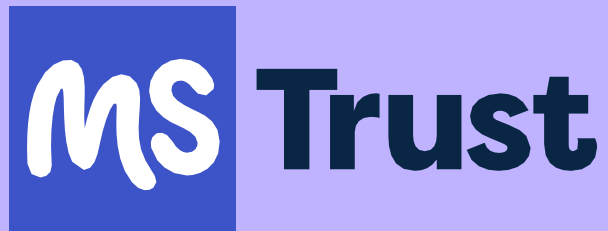
Area	Essential	Desirable
Specific knowledge and skills	• Excellent written and verbal communication skills • Ability to translate complex information into clear, engaging content • Understanding of brand management and audience engagement • Understanding of accessible and inclusive communications. • Excellent copy writing skills.	• Knowledge of multiple sclerosis or long-term conditions.
Experience	• Proven experience in a communications and marketing role • Track record of delivering successful integrated campaigns • Experience managing digital channels, including email platforms and social media • Experience using data and analytics to inform decision-making • Proven ability in creating written or multimedia content for a variety of audiences. • Experience of line management. • Proven experience of budget management, ensuring effective application and value for money.	• Experience in the charity sector • Experience in media relations

Person specification

Area	Essential	Desirable
Personal attributes	• Passionate about improving the lives of people affected by MS • Creative, proactive and solutions-focused • Collaborative and able to build strong relationships • Resilient and able to manage multiple priorities • Committed to equality, diversity and inclusion.	• A passion for the charity sector
Communication and interpersonal skills	• Ability to communicate and liaise effectively, both in person, via telephone and in writing with colleagues at a range of levels and disciplines, as well as suppliers, service users, volunteers, supporters and members of the public • High attention to detail and accuracy.	
Organisational skills	• Proven organisational skills, with the ability to work independently, manage competing priorities and effectively coordinate multiple tasks to meet deadlines • Ability to be flexible, respond positively to change and work well under pressure. • Ability to align activity with organisational goals.	Strong project management skills
Team working	• Good team working skills and the ability to build and maintain working relationships with colleagues and external contacts. • Ability to work autonomously when required.	

Person specification

Area	Essential	Desirable
IT skills Problem solving	• Excellent IT skills including Content Management Systems, Microsoft Office packages, experience of CRM databases and email service providers. • Experience of video meetings such as Teams and Zoom • Knowledge of design packages such as Canva or InDesign. • Ability to apply strong problem-solving skills to a wide range of communication and marketing challenges, developing effective and practical solutions.	• Experience of video editing software
Location	• This post is based in Letchworth Garden City with hybrid working from home. Expectation is to spend one day in the office per week.	



Apply today

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Communications and Marketing Manager

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