

MDUK Content Advisory Group member role description

We understand that a diagnosis of muscular dystrophy changes everything. Every day Muscular Dystrophy UK is urgently searching for treatments and cures to improve lives today and transform those for future generations.

How you will make a difference

By being part of this best-practice reference group, you'll help MDUK ensure we reflect the voices of individuals and families living with muscle-wasting conditions in all the content we create and projects we develop. You'll help bring our brand to life and help us produce engaging, easy-to-understand and relevant content.

Role title: Content Advisory Group member

Location: Remote

Department: Communications

Frequency: one meeting per year; monthly projects by email

Minimum period: 1 year

Maximum period: Review after each year

Summary of role

What you'll get out of the role:

- the opportunity to help MDUK understand how best to make our content and projects relevant to those living with muscle-wasting conditions.
- the chance to contribute to the direction and content of the charity's communications and projects
- the opportunity to comment on MDUK's messaging and tone of voice to ensure they are appropriate for our key community groups – individuals, parents and families living with muscle-wasting conditions
- being part of a community of people who are passionate about content and promoting the cause of people living with muscle-wasting conditions.

What you'll be doing:

- representing the voice of our key community groups
- ensuring MDUK's content meets our primary objective to reach and engage more people with muscle-wasting conditions
- reviewing content for key communications channels and projects, to ensure relevance to our key community groups
- contributing content ideas, views and opinions on projects initiated by MDUK, as requested
- writing or contributing articles for key publications, as appropriate

- contributing to the ongoing development of MDUKs offline and online content.

What you'll bring:

Knowledge of:

- living with a muscle-wasting conditions
- muscle-wasting conditions
- the neuromuscular healthcare environment in the UK
- current trends in content development and creation.

Commitment to volunteers

What we expect from you:

- enthusiasm and commitment to supporting the work of MDUK
- to maintain and uphold the reputation and good name of the charity
- to listen to, and work co-operatively with paid members of staff and other volunteers – treating all with courtesy and respect
- to take reasonable care of your own health and safety and that of others who may be affected by their acts or omissions
- to support the charity's equal opportunities and diversity policy – helping to promote this to all our supporters
- to provide us with feedback on how we can improve your volunteering experience with the charity
- to inform us if your commitment to us, for any reason, can no longer continue

What you can expect from us:

- your main contact will share the *Volunteers' handbook* with you, which will act as a summary of the information within the Volunteer Policy (you can ask for the full policy document if you'd like, too)
- regular email updates on the charity's work
- contact with other volunteers working with MDUK
- your main contact will work with you to provide any support and training you need to fulfil your role
- you can claim back pre-agreed reasonable expenses as per the MDUK expenses policy (which is outlined in your *Volunteers' handbook*)
- insurance cover, while volunteering, under MDUK's public liability insurance, as per the insurance policy (which is outlined in your *Volunteers' handbook*)
- a formal, written procedure for resolving difficulties; if you have a complaint it will be dealt with promptly and fairly.

Other

Confidentiality agreement:	Provided
Travel:	One meeting per year
Access to internet:	Required