

Marketing Officer
£38,137 per annum
35 hours per week
Hybrid with primary office located in London



OUR VISION

As the largest women's organisation in the UK, we aim to offer women the best opportunity to make an impact in their communities and to make change on the issues that matter to them. We have a long track record of successfully campaigning for change at local, national and international level on everything from violence against women to climate change and microplastic pollution. We also offer women the chance to come together, to learn new skills and build social connections wherever they live.



The NFWI (National Federation of Women's Institutes) strategic vision sets out an ambitious plan to drive our organisation forward for the future by growing our membership, reaching more women and making a positive impact in communities across the UK.

We aim to be an organisation of choice for all women, building on our past successes and the strength of our current membership and influence to ensure a sustainable and strong future for the WI.

Vision statement 1: Bold and Inspiring

We will be a bold voice representing all women and the communities in which they live.

Vision statement 2: Growing and Relevant

We will work together to continually promote the achievements of our organisation, reach more women and grow our membership.

Vision statement 3: Inclusive

Our membership will reflect our local communities and we will represent women from all backgrounds through the work we do.

Vision statement 4: Flexible

We will remove any practical barriers to women supporting us by offering flexible ways they can engage with what we do.

OUR VALUES

The WI is based on the ideals of fellowship, truth, tolerance and justice.

With our original roots in rural and agricultural communities, we now embrace the interests of women in both rural and urban communities. All women who are interested in the values and purposes of the WI may join.

OUR PURPOSE

The main purposes of the WI are:

- **to advance the education of women and girls for the public benefit in all areas including (without limitation):**
 - local, national and international issues of political and social importance;
 - music, drama and other cultural subjects; and
 - all branches of agriculture, crafts, home economics, science, health and social welfare;
- **to promote sustainable development for the public benefit by:**
 - educating people in the preservation, conservation and protection of the environment and the prudent use of natural resources; and
 - promoting sustainable means of achieving economic growth and regeneration;
- **to advance health for the public benefit; and**
- **to advance citizenship for the public benefit by the promotion of civic responsibility and volunteering.**



The WI seeks to give women the opportunity of working together through the WI in their communities, of developing their capacity and skills, and of putting into practice those ideals for which the WI stands.

INFORMATION ABOUT THE NFWI

The WI was originally formed in 1915 with two clear aims: to revitalise rural communities and to encourage women to become more involved in producing food during the First World War. Our aims have broadened a little since then, and we are now the largest women's organisation in the UK. We currently have over 170,000 members in 5,500 WIs.

Membership is open to women and meetings are held in workplaces, village halls and pubs in towns, cities and villages.

We also offer the option to join our movement without becoming a member, by giving a donation to become a WI Supporter. This is an opportunity to support our causes and campaigns and be kept in the loop about all things WI.



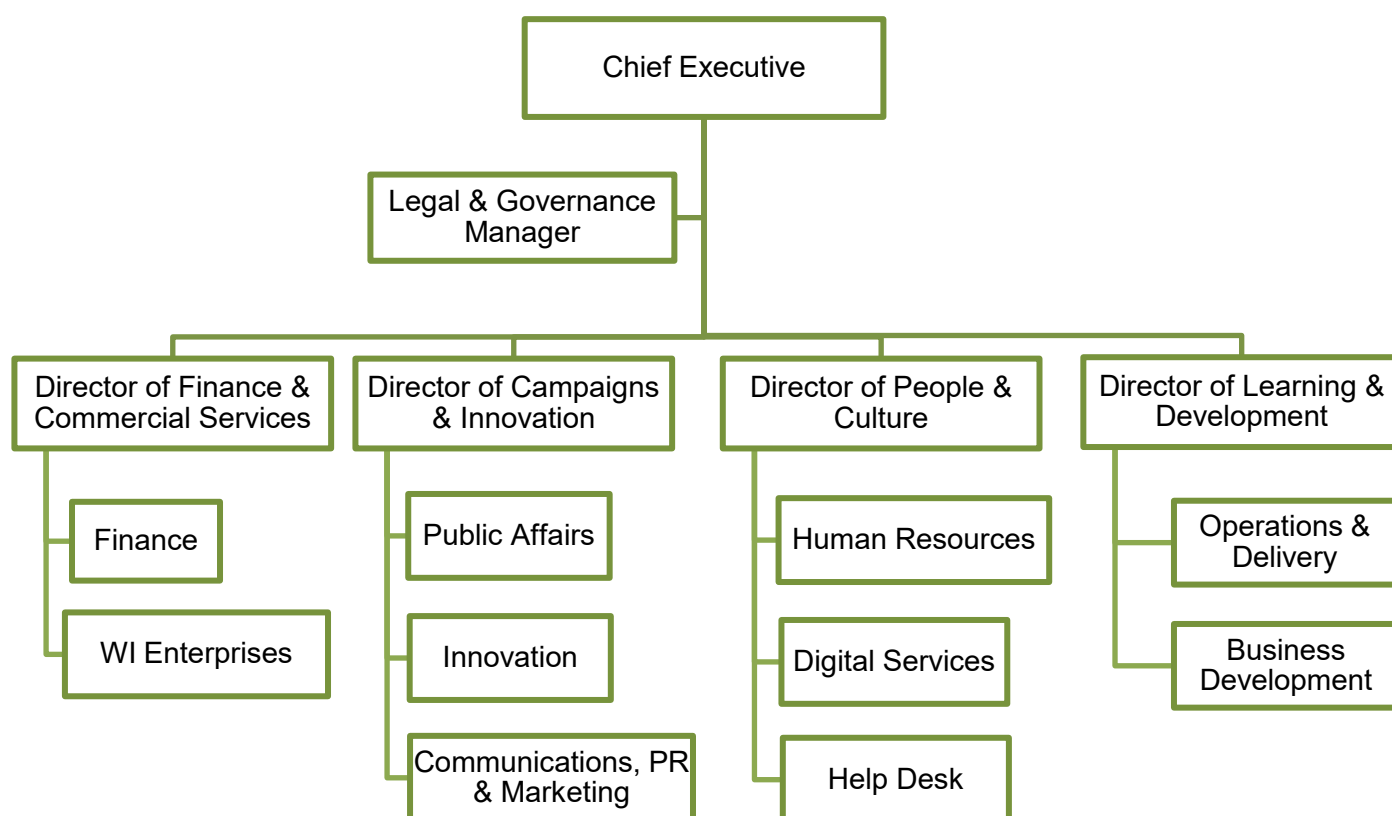
THE STRUCTURE AND FRAMEWORK OF THE NFWI

Structure

Each WI is self-governing within the framework of the WI constitution and rules and belongs to one of 69 federations – each with a regional office. The WIs and federations make up the National Federation. Each level of the organisation is run by a committee of elected members. The NFWI Board of Trustees is democratically elected every two years by WI members. The national head office is in London, with offices also in Cardiff and Oxfordshire.

NFWI staffing structure

The NFWI has approximately 40 staff across its three sites in London, Oxfordshire and Wales.



Central Secretariat

The Central Secretariat team is at the core of the NFWI, its main function being the governance of the federated charity structure. This includes implementation of legal and regulatory requirements and supporting and carrying out the work of our internal governance structure, including our elected Board of Trustees and our consultative body, National Council. Alongside this internal function, the focus of the department is on the provision of support the 4,500 charities within in the national federated structure and to our 170,000 members. The Central Secretariat team communicate policy and information throughout the organisation as well as being available to members for specific advice on governance matters. Our aim is to work in partnership with members, so they feel supported and informed about the wider work of the national charity and how to ensure the effective management of their own individual charities. We also encourage continuous improvement and benchmarking with national governance standards to ensure our charities are strong, well-run and sustainable. Our model is one of empowerment and support, building on our organisational values and shared mission.

Finance and Commercial Services

The Finance and Commercial Services directorate includes Finance and WI Enterprises Ltd. The Finance team generates income through Gift Aid and legacies. This ensures a joined-up approach to our long-term financial planning, income generation and sustainability with a focus on moving away from reliance on membership income and developing a diverse income portfolio. The Finance team are also responsible for financial process, planning and management.

WI Enterprises Ltd is the trading company of the NFWI. It exists to raise revenue for the NFWI and provide benefits for members. The majority of NFWI income is from annual subscriptions. Other sources of revenue include grant-making bodies, educational trusts, commercial sponsors and investments. WI Enterprises is expected to generate a considerable profit each year through its various commercial activities. These include the ad revenue from *The WI Magazine*, sale of WI branded products; joint WI-Fred Olsen cruises; and other commercial partnerships.

People and Culture

The People and Culture directorate is responsible for supporting the organisation through its people, systems, technology and central support services. The directorate includes Human Resources, IT and Digital Services, and the Help Desk.

The directorate plays a key role in creating a positive and inclusive workplace culture, supporting organisational development and employee wellbeing, and ensuring the organisation has the people, processes and systems needed to deliver its strategic objectives.

Human Resources provides expert people support to staff and advice across the organisation and is also responsible for member support in relation to complaints and safeguarding matters. The directorate additionally coordinates organisational health and safety arrangements, providing policy, guidance and oversight while supporting managers and teams in meeting their day-to-day health and safety responsibilities. IT and Digital Services is responsible for maintaining the organisation's IT infrastructure, systems and cybersecurity arrangements, while also managing and developing the organisation's digital presence, including its website and social media channels.

The Help Desk provides a central point of contact for enquiries, helping to deliver a more consistent, efficient and responsive service across the organisation while ensuring colleagues, members and federations are directed to the right support.

Together, these functions help ensure colleagues, volunteers, members and federations receive the support they need while enabling the organisation to deliver its strategic objectives.

Learning and Development

The Learning and Development directorate is responsible for ensuring a high-quality education and learning experience to members across England, Wales and the Islands that enhances the NFWI's membership offer. Learning and development for members and non-members is mainly delivered through VIA, an online platform that

offers free, high-quality educational courses tailored to diverse needs and aspirations. As an educational charity, learning is at the heart of the WI. The provision of education through the Denman Trust enabled the launch of the WI Learning Hub (now VIA) in January 2024.

Campaigns and Innovation

The Campaigns and Innovation directorate brings together Campaigns and Public Affairs, PR and Communications, and Innovation to increase the WI's visibility, influence and impact. The directorate leads external communications, marketing, public affairs and audience development, helping to raise the organisation's profile and strengthen its reputation.

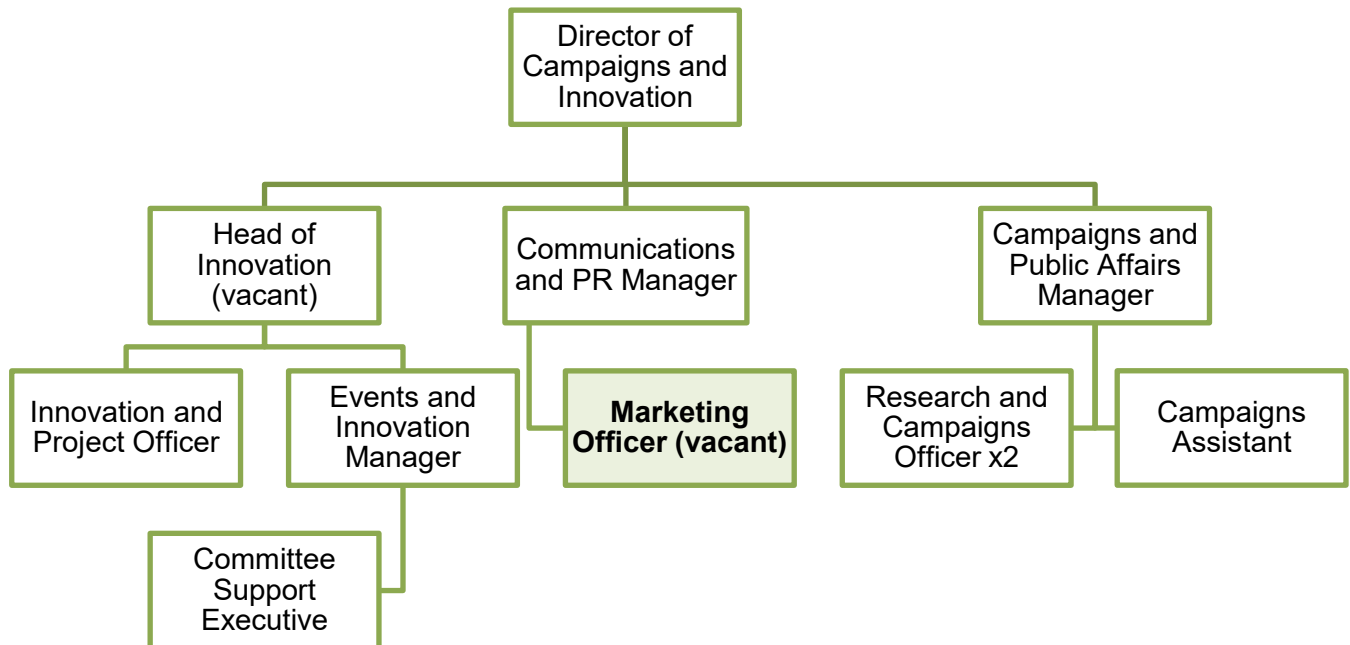
A key focus of the directorate is to grow the WI's presence within communities, trialling new ways of engaging with new and under-represented audiences, and working to better understand the issues that matter to women and their communities. Through insight, innovation and engagement, the directorate develops new approaches to participation, supports membership growth, and helps ensure the organisation remains relevant and responsive to changing needs.

The directorate also plays an important role in raising the profile of the WI with stakeholders, partners and the wider public, building relationships that strengthen the organisation's influence and support its ability to create positive change on issues that matter to women.

Communications and PR team

The newly developed, centralised PR and communication team brings together press and communications activity to create a seamless service, ensuring a consistent brand image, clear messaging and a stronger external profile. This supports all teams across the NFWI group and works closely with the IT and Digital Services team to integrate digital communications. The Marketing Officer is responsible for the development and delivery of NFWI marketing campaigns and activity for the organisation, developing and coordinating campaigns that build engagement with external audiences and stakeholders, to raise the profile of the WI as the leading women's organisation in the UK

Campaigns and Innovation directorate structure



JOB DESCRIPTION

Job Title: Marketing Officer

Department: Communications and PR

Location: Hybrid working with primary location in London

Organisation: National Federation of Women's Institutes (NFWI)

Reports to: Communications and PR Manager

Responsible for: N/A

Job Purpose

The Marketing Officer is responsible for the development and delivery of NFWI marketing campaigns and activity for the organisation. Working across a range of mediums and platforms, the purpose of the role is to develop and coordinate campaigns that build engagement with external audiences and stakeholders, to raise the profile of the WI as the leading women's organisation in the UK. The Marketing Officer also supports colleagues and teams across the NFWI, sharing expertise to ensure successful promotion of all areas of the organisation.

Principal Responsibilities

Development, delivery and evaluation of NFWI marketing campaigns and activity

- Raise the WI's external profile as the leading women's organisation in the UK through the planning and execution of strategic marketing campaigns that reach key target audiences.
- Contribute to the development of a marketing and communications strategy, ensuring that all campaigns align with and support this, as well as the organisation's overall strategic vision.
- Adapt marketing, communications and campaigns to relevant audiences using a range of tools such as print and digital advertising, video, audio, brand and sponsored content, affiliate, influencer/advocacy and web, working closely with the Digital and IT team.
- Proactively pursue new and innovative marketing opportunities, particularly focusing on generating reach and engagement with key target audiences, working closely with the Innovation Team.

- Produce a range of marketing materials for use throughout all levels of the organisation, such as flyers, leaflets and posters, as well as digital materials.
- Work with the Events and Innovation Manager to ensure marketing tools and materials are used effectively at external events and as part of wider innovation pilots.
- Create engaging and dynamic content tailored for priority channels and audiences, including interactive and dynamic digital and social media content, working closely with the IT and Digital team.
- Produce and coordinate marketing emails for WI members and Supporters such as the NFWI newsletter, working with teams across the organisation to collate content that effectively promotes the organisation's activities.
- Use data to develop campaigns, drawing on industry trends and best practice, as well as working with the Innovation team to undertake market research that informs future campaigns.
- Develop systems for evaluating the success of marketing campaigns through data and analytics, providing regular KPI reports to the Communications and PR Manager to inform future marketing activity.
- Respond to briefs from teams across the organisation, providing expertise to help them promote their activities, reach target audiences and generate revenue, whilst ensuring brand consistency throughout all NFWI marketing.
- Develop and maintain a range of internal tools and resources to support brand and marketing, including downloadable materials and how-to guides for use throughout all levels of the organisation.

Contribute to the organisational priorities of cultural diversity, equal opportunities and environmental responsibility

- Uphold a commitment to equality, diversity and inclusion, ensuring these values are reflected in workplace culture and relationships with external stakeholders.
- Promote a respectful and inclusive environment where all individuals are valued and supported.
- Champion environmental responsibility by adopting sustainable working practices and encouraging responsible behaviours in interactions with external organisations.

This is a summary of the main activities of the role and this post requires flexibility to undertake other duties not specified in this job description but compatible with the role or the department.

We pride ourselves on being one big team and expect all NFWI roles to provide occasional support in other areas of the business where skills are compatible.

PERSON SPECIFICATION

Qualities	<i>Essential</i>	<i>Desirable</i>
Experience and Interest	• Experience of working in a marketing or related role. • Experience of managing and delivering successful multi-channel marketing campaigns that effectively increase external engagement. • Experience of creating marketing content in both print and digital formats. • Experience of working towards a marketing strategy-setting and achieving deliverable targets within this. • Experience of working with and implementing branding principles or guidelines. • Experience of using content management systems to optimise delivery of campaigns across channels. • Experience of commissioning and briefing content production services. • Experience of using data and analytics to evaluate the success of campaigns to continuously develop successful marketing activities. • An interest in working for the WI.	• Experience of working in a non-profit or membership organisation. • Experience of supporting recruitment or income generation through marketing. • Experience of working within a federated or distributed organisational structure. • Experience of administering and monitoring limited campaign budgets. • Experience of copywriting and proofreading. • Experience of creating marketing resources for internal use (e.g. how-to guides and templates).
Education and Training	• Educated to Degree level or equivalent experience.	• Qualification in Marketing or Communications.

Knowledge	• Understanding of marketing principles and practice. • Awareness of the digital landscape, including advertising, content optimisation, UX, and engagement. • Understanding of branding principles and how to implement these in marketing activity. • Knowledge and understanding of how to gather data and analytics to evaluate the success of marketing campaigns and build on this. • An awareness of the WI and its brand. • Understanding of how to reach and engage key target audiences or demographics through marketing initiatives.	• An understanding of key policy issues relevant to our work, such as women's health, social justice or environmental policy. • An understanding of the WI. • An understanding of GDPR and Data Protection legislation.
Skills and Abilities	• Excellent communication skills, both verbal and written, with the ability to create engaging content and messaging across different platforms. • A creative and innovative approach to developing and delivering impactful marketing campaigns • Strong analytical skills, with the ability to gather data to evaluate marketing activity and implement learning. • Confidence in working with teams across an organisation with professionalism and tact.	• Ability to monitor income and expenditure and to administer budget lines.

	• Ability to provide expertise and support across the organisation on marketing-related activities. • Excellent organisational skills with the ability to meet deadlines, plan and manage numerous competing priorities. • Strong initiative with the ability to find effective solutions to resolve problems. • Ability to work both independently and as part of a team. • Excellent attention to detail and the ability to work to a high standard and deliver accurate information.	
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Circumstances of the job

- The salary is £38,137 per annum, which is NJC point 20 in the range 20-23 on the London scale
- The NFWI operate a hybrid working arrangement which includes:
 - Staff are required to work a minimum of 1 day in their primary office each week (agreed with the manager) but with ability to work up to 3 days a week in the office.
 - Attendance at meetings, events and conferences to enhance performance or that fall within this role, are in addition to this.
 - Managers can request you attend the office more often where there is a business need.
 - Core hours are in effect, from 10am to 4pm, which means your hours must include this time but with flexibility to work between 8am and 6pm, both at home and in the office.
 - There is a Hybrid Policy to support the arrangement, which is non-contractual and subject to change.
 - We are also open to other forms of formal flexible working requests from the outset as we have removed the statutory length of service requirement.
- Some attendance at meetings or conferences may occasionally require overnight stays unless they are digital.

- Evidence of right to work in the UK will be required before appointment.
- The selection process starts with a written application to explain your suitability for the role based on the job description and person specification, and any ideas you have to enhance your application. The interview process will be in person, but please contact us if this is difficult for you.

Thank you for your interest in working for the National Federation of Women's Institutes

SELECTION PROCESS

How to apply

To apply for this role, **please submit a covering letter and your current CV to the [HR Team](#)**. In your letter you will need to explain why you are interested in the role and how your skills and experience make you a suitable candidate based on the job description and person specification.

Please note that incomplete applications will not be considered. Please contact us if you need any adjustments or support with the application process as we may be able to help.

Your completed application should be returned via email by **11 October 2026**.

Please note that we reserve the right to close this recruitment campaign before the advertised closing date if we receive a high volume of applications. We therefore encourage candidates to submit their application at the earliest opportunity.

Applications received after the closing date, or after the vacancy has been closed, will not be considered.

Unfortunately we are unable to provide feedback on applications if not shortlisted for interview, therefore if you have not heard from us by **23 October 2026**, please assume that your application has been unsuccessful.

For further information on the NFWI refer to [our website](#).

Shortlisting of candidates

All applications will be measured against the person specification and job description as presented above.

Interview process

Applicants who demonstrate their skills, experience and knowledge to a sufficient standard in their application will be invited to interview. In order to get the best out of candidates and ensure that the process is as comfortable as possible, we aim to create an open conversation during the interview. There will be questions that relate to the job and person specification, but we also have some time to answer questions from candidates.

There will be two rounds of interviews taking place:

First round interview: During the week commencing 12 October 2026 (via Microsoft Teams)

Second round interview: During the week commencing 19 October 2026 (in person at our London office):

We understand that some may find the interview process slightly nerve-wracking, so we are happy for candidates to refer to notes throughout to enable them to share as much as possible. In order to support a free-flowing conversation we discourage scripted reading unless this is required as a reasonable adjustment.

FURTHER APPLICATION INFORMATION

Qualifications

Candidates should be prepared to produce evidence of educational and professional qualifications claimed on their application form if required.

Salary

The NFWI sets salaries in accordance with the National Joint Council (NJC). NJC negotiates a salary award each year payable from 1 October. All offers of employment will be made at the starting point on the scale.

The salary for this post is £38,137 per annum, which is NJC point 20 in the range 20-23 on the London scale.

References

All offers of employment are subject to satisfactory references.

Right to work in the UK

All offers of employment are conditional upon evidence of your right to work in the UK. You will be asked to present this before appointment.

Probation period

All staff will undertake a three-month probationary period which can be extended up to five months.

WORKING FOR THE NFWI

Diversity and Equal Opportunities

We believe that the principles of equality, diversity and inclusion are central to our work as an effective employer. They are inherent in our values. We pride ourselves on building positive relationships, we strive to ensure that anyone who engages with us finds it easy to do so, and feel they are supported and treated fairly, with dignity and respect.



The NFWI recognises that groups in society experience discrimination as a result of a protected characteristic. We oppose such discrimination. When recruiting, the NFWI does not discriminate against any applicants. All vacancies will be filled by successful applicants assessed on their ability to do the job. We guarantee an interview to any candidate with a disability who meets the essential criteria for the post.

Employee Benefits

- Hybrid working with a minimum of one day a week in the office
- A fully auto-enrolled contributory Personal Pension scheme with maximum employer contributions set at 8%
- A holiday entitlement of 196 hours (28 days) per annum rising to 210 hours (30 days) after 5 years' service. Bank holidays are in addition to this
- Benenden Health scheme (non-contributory)
- Company enhanced maternity, adoption and partner/paternity pay subject to qualification
- Family leave policies including parental leave, flexible working, compassionate leave, carer's leave and dependant's leave
- Wellbeing policies including mental health and wellbeing and menopause
- A commitment to training and development

OUR LOCATION

Address: [104 New Kings Road, London, SW6 4LY](https://www.nfwlondon.org.uk/contact-us)

Tel: 020 7371 9300 (switchboard)

Nearest tube station: Parsons Green or Putney Bridge (District line)

Nearest train station: Putney

THANK YOU FOR CONSIDERING THE NFWI