

Website and Social Media Executive
£34,839 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.



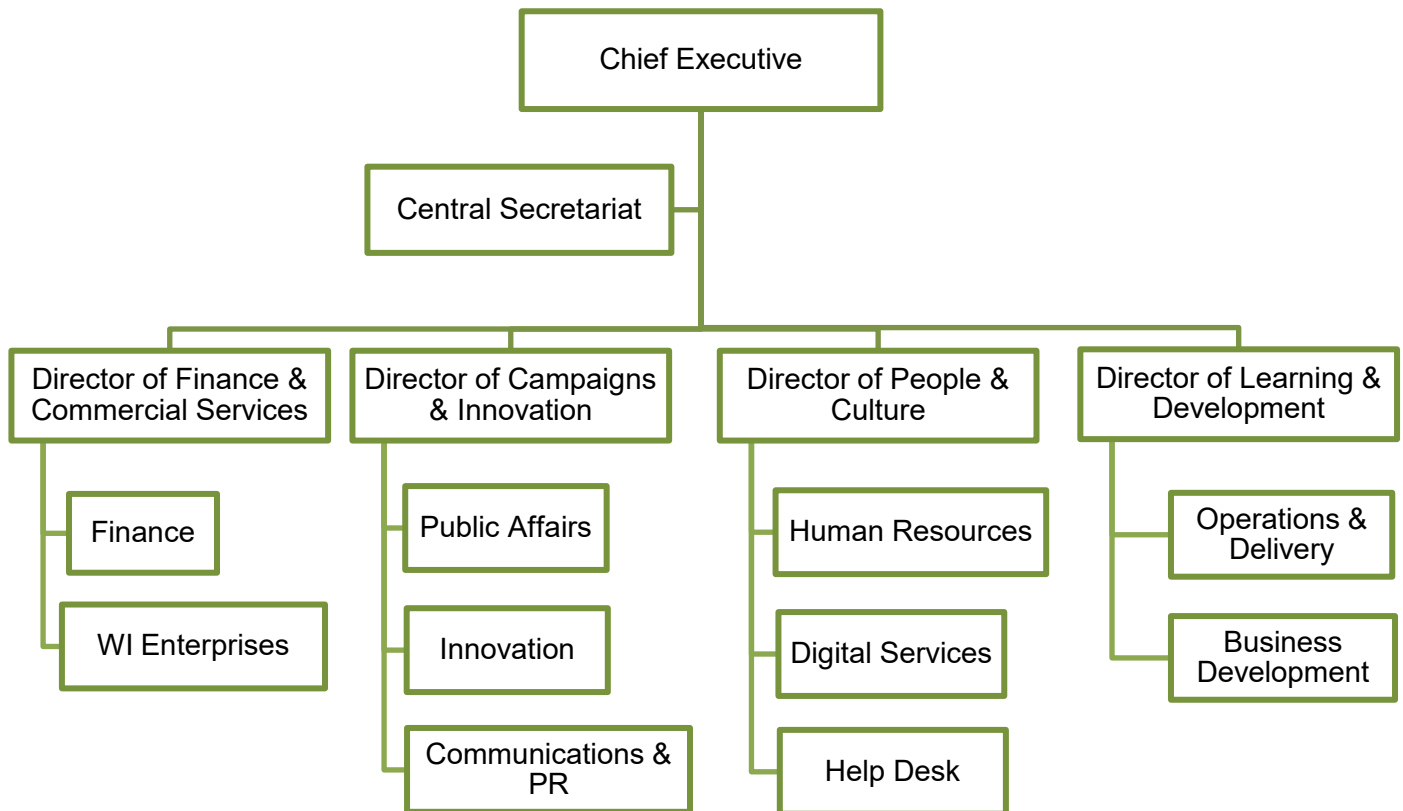
THE STRUCTURE AND FRAMEWORK OF THE NFWI

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 the NFWI-Wales office located in Cardiff and the Learning and Development team in Oxfordshire.

NFWI staffing structure

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



Central Secretariat

The Central Secretariat is responsible for ensuring strong governance, legal compliance and effective decision-making across the organisation. The team supports the NFWI's governance framework at all levels, providing expert advice and guidance to the Board, National Council, federations and WIs. Responsibilities include Board administration, constitutional and governance advice, and supporting the consistent application of governance standards across the organisation. Through this work, the team helps ensure that the WI operates in a compliant, effective and accountable manner. 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. Our model is one of empowerment and support, building on our organisational values and shared mission.

Reputation management and promotion of the work of the WI is another key area of the department's work. The WI as a brand – *the WI, inspiring women* – is the most powerful tool that the organisation has to promote what we offer to women across the UK and to celebrate the achievements and impact of our 170,000 members. As such NFWI works hard to protect and promote this brand, ensuring the representation of the WI reflects the modern and diverse nature of our work. As the largest women's voluntary organisation in the UK, the WI's reputation is of the utmost importance. The department works hard to uphold the reputation and integrity of the WI name and brand, ensuring that all members feel proud, not only of the work in their individual WIs and federations, but also of the collective achievement of fellow members across England, Wales and the islands.

Finance and Commercial Services

The Finance and Commercial Services directorate includes Finance and WI Enterprises Ltd. The Finance team generates income through fundraising, 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 Life* magazine, sale of WI branded products; joint WI-Fred Olsen cruises; and other commercial partnerships.

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.

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.

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.

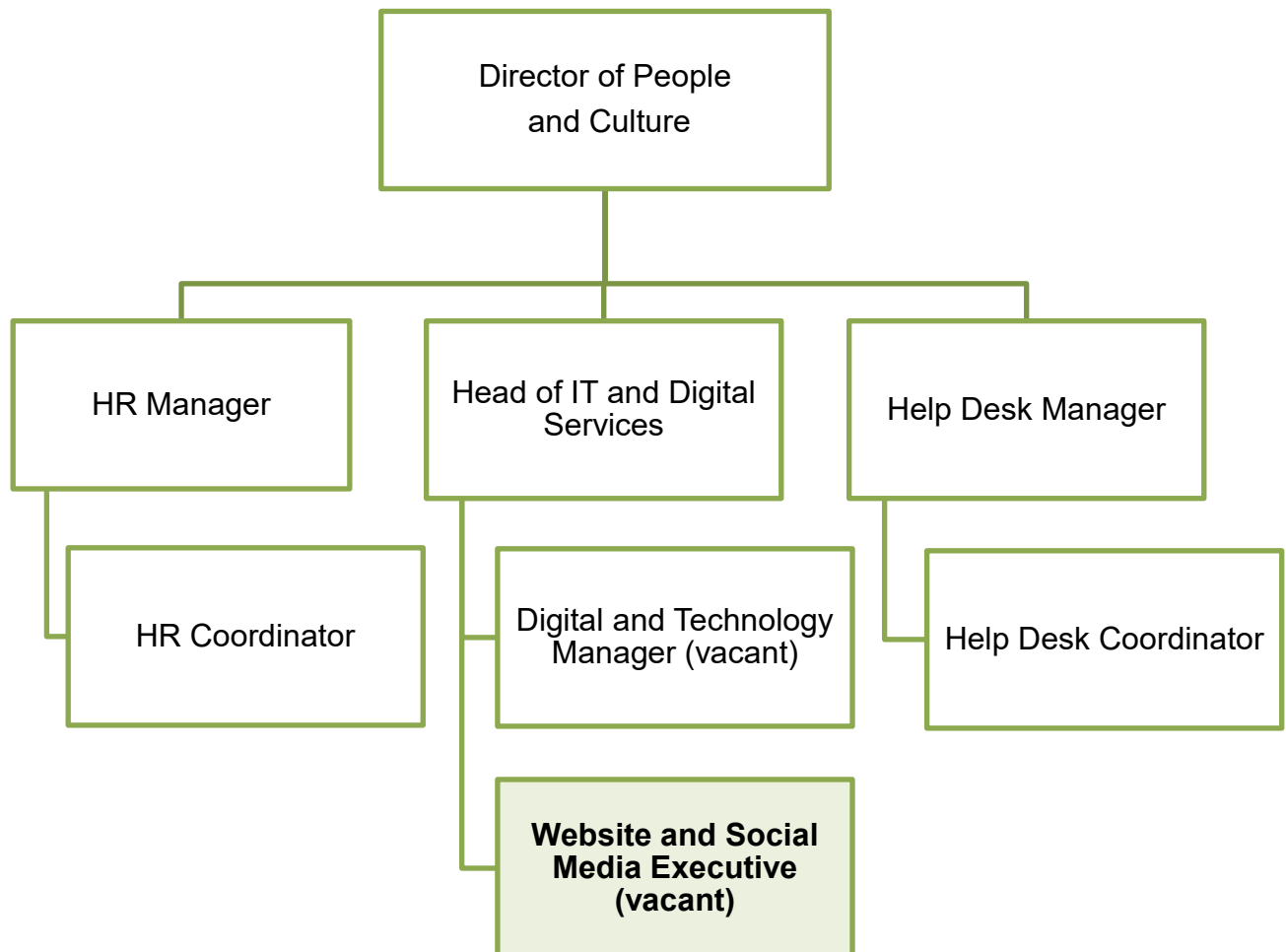
The IT and Digital Services team

The NFWI's IT and Digital Service team works at the heart of the organisation to deliver digital services to its members, staff, and volunteers. The team maintain the technology infrastructure, support digital transformation initiatives, lead digital communications including social media, websites and member communications. They develop innovative digital solutions, improve data management, and enhance user experiences, the team helps the NFWI operate more efficiently while supporting its strategic goals.

Working collaboratively across departments, the IT and Digital team ensures that technology remains an enabler of engagement, communication, and organisational growth, helping the NFWI adapt to the evolving needs of its membership and the wider digital landscape.

They work closely with federations, WIs, and staff across the organisation to provide digital and IT support and guidance, ensuring systems run effectively and meet members' needs. The team also oversees data protection compliance within the NFWI, promotes best practice across all areas of digital activity including cyber security.

People and Culture Directorate structure



JOB DESCRIPTION

Job Title: Website and Social Media Executive

Department: IT & Digital Services

Location: Hybrid working with primary location in London

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

Reports to: Head of IT and Digital Services

Responsible for: N/A

Main Functions

- Work on the online element of campaigns to improve the lives of women.
- Create website and social media content, social media activity and community management.
- Assist with federation and WI activity on the WI website.
- Create and monitor online advertising.
- Work alongside the IT & Digital Services team to ensure that digital guidance and training material is kept up-to-date.

Principal Responsibilities

Work on the online element of campaigns to improve the lives of women

- Bring WI campaigns to life online by crafting inspiring digital content that amplifies women's voices and lived experiences.
- Support impactful, values-led campaigns that champion equality, wellbeing, and social justice within communities across England, Wales, and the Islands.
- Identify opportunities to spark conversation and collective action through digital channels, encouraging members and supporters to engage and advocate.
- Ensure all campaign messaging reflects the WI's rich heritage while remaining relevant, inclusive, and forward-looking.
- Maintain a high standard of our online platforms through assisting with website testing, identifying bugs and any other work as necessary.

Create website and social media content, social media activity and community management

- Tell the story of the WI in a vibrant and authentic way, showcasing member achievements, campaigns, and community initiatives.

- Develop engaging, accessible content that celebrates the diversity and spirit of WI members and encourages wider participation.
- Nurture a welcoming and respectful online community by actively engaging with members and the public, responding thoughtfully and appropriately.
- Use insight and feedback to shape content that resonates with audiences, strengthens connections, and grows digital reach.

Assist with federation and WI activity on the WI website

- Support federations and WIs in sharing their stories, events, and successes, ensuring their voices are visible on the national platform.
- Encourage consistency and pride in how local WI activity is presented, upholding brand and accessibility standards.
- Act as a helpful point of contact for website queries, empowering volunteers with the confidence to contribute digitally.
- Help keep the website dynamic and relevant by ensuring local and regional content reflects the breadth of WI activity across communities.

Creates and monitors online advertising

- Develop thoughtful and targeted digital advertising that raises awareness of WI campaigns, membership, and opportunities to get involved.
- Ensure advertising reflects the WI's values, reaching diverse audiences and inspiring new members to join the movement.
- Monitor performance closely, using insights to refine campaigns and make the best use of resources.
- Share learnings to continuously improve how the WI connects with women and communities online.

Work alongside the IT and Digital Services team to ensure that guidance and training material is kept up-to-date

- Help create clear, supportive guidance that enables staff, federations, and WI members to confidently use digital tools.
- Contribute to training resources that empower volunteers of all digital skill levels, reflecting the WI's inclusive ethos.
- Keep materials current and practical, ensuring they evolve with changing technologies and user needs.
- Support a culture of continuous learning, helping bridge digital gaps and ensuring no member is left behind.
- Respond to support queries efficiently, using pre-existing guidance/training material.

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	Essential	Desirable
Experience and Interest	• Passion for using digital content to support campaigns and causes that improve women's lives. • Creative and enthusiastic approach to storytelling and digital engagement. • Strong commitment to inclusivity, accessibility, and online community engagement. • Proactive and organised, with the ability to manage multiple tasks and deadlines. • Collaborative team player with a positive and supportive attitude. • Strong attention to detail and commitment to high-quality output. • Experience creating reports based on analytical data. • Experience using Google Analytics or similar reporting tools. • Experience working with a CMS. • Experience creating website and social media content. • Experience managing or supporting social media channels and online communities.	• Experience working with an Enterprise CMS (Squiz Matrix, Sitecore, Umbraco etc.). • Experience working with helpdesk software (Zendesk etc.). • Experience of working for a charity, membership organisation or public sector organisation. • Empathy and sensitivity when engaging with diverse audiences. • Curiosity about digital trends, content formats, and audience behaviour. • Enthusiastic about supporting volunteers with varying levels of digital confidence. • Experience creating and monitoring online advertising campaigns. • Experience supporting users or responding to digital queries (e.g. helpdesk, community engagement). • Experience creating guidance, training materials, or how-to content.

	• Experience supporting digital campaigns or online activity. • Experience working collaboratively within a team.	
Education and Training	• Degree or equivalent experience in digital, social media, marketing, communications, or a related field. • Evidence of practical experience in content creation or social media.	• Training or certification in digital marketing, social media, or analytics. • Qualification or short courses in content creation, UX, or accessibility. • Evidence of continuous professional development in digital tools or websites.
Knowledge	• Understanding of social media platforms and content best practice. • Knowledge of website content management and digital publishing. • Awareness of accessibility principles in digital content. • Knowledge of SEO principles and content discoverability. • Familiarity with analytics tools (e.g. Google Analytics, platform insights). • Knowledge of digital advertising platforms (e.g. Meta, Google Ads). • Understanding of brand, tone of voice, and content guidelines. • Awareness of emerging digital trends and tools. • Knowledge of Microsoft packages – Word, Excel, PowerPoint, Outlook, CoPilot.	• Basic knowledge of HTML/CSS/JavaScript

Skills and Abilities	• Strong writing and editing skills, with the ability to create engaging and accessible digital content. • Ability to tailor tone and messaging for different audiences and platforms. • Social media management and community engagement skills. • Good organisational skills with ability to prioritise and meet deadlines. • Ability to work with data and insights to improve content performance. • Strong communication skills, with the ability to engage with colleagues, members, and the public. • Ability to work with individuals across the organisation with varying levels of technical knowledge.	• Graphic design and video editing skills. • Understanding of digital advertising tools and campaign optimisation. • Ability to produce user-friendly guidance or training materials. • Analytical skills (e.g. interpreting social media or website performance metrics). • Problem-solving skills, particularly in identifying content or website improvements.
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Circumstances of the job

- The salary is £34,839 per annum, which is NJC point 16 in the range 16-19 on the London scale.
- We 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.
 - 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 new model, which is non-contractual and subject to change.

- We are also open to other forms of formal flexible working requests which staff can make from the outset of their employment.
- 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.

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. If you need any adjustments or support with the application process, please contact us as we may be able to help.

Your completed application should be returned via email by **6 August 2026**.

Applications after the closing date 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 **24 August 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.

We understand that some candidates 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 possible. In order to support a free-flowing conversation we discourage scripted reading unless this is required as a reasonable adjustment.

There will be two rounds of interviews; The first will be held virtually via Teams and between **14 and 17 August 2026**, and the second will be in-person at our London office on **19 August 2026**.

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 £34,839 per annum. This is NJC point 16 in the range 16 - 19. Salary is paid monthly in arrears on the 25th of each month for the whole calendar month.

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