

Campaigns and Public Affairs Manager
£44,183 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 or WI Supporter Plus. Our Supporter options are an opportunity to support our causes and campaigns and be kept in the loop about all things WI.

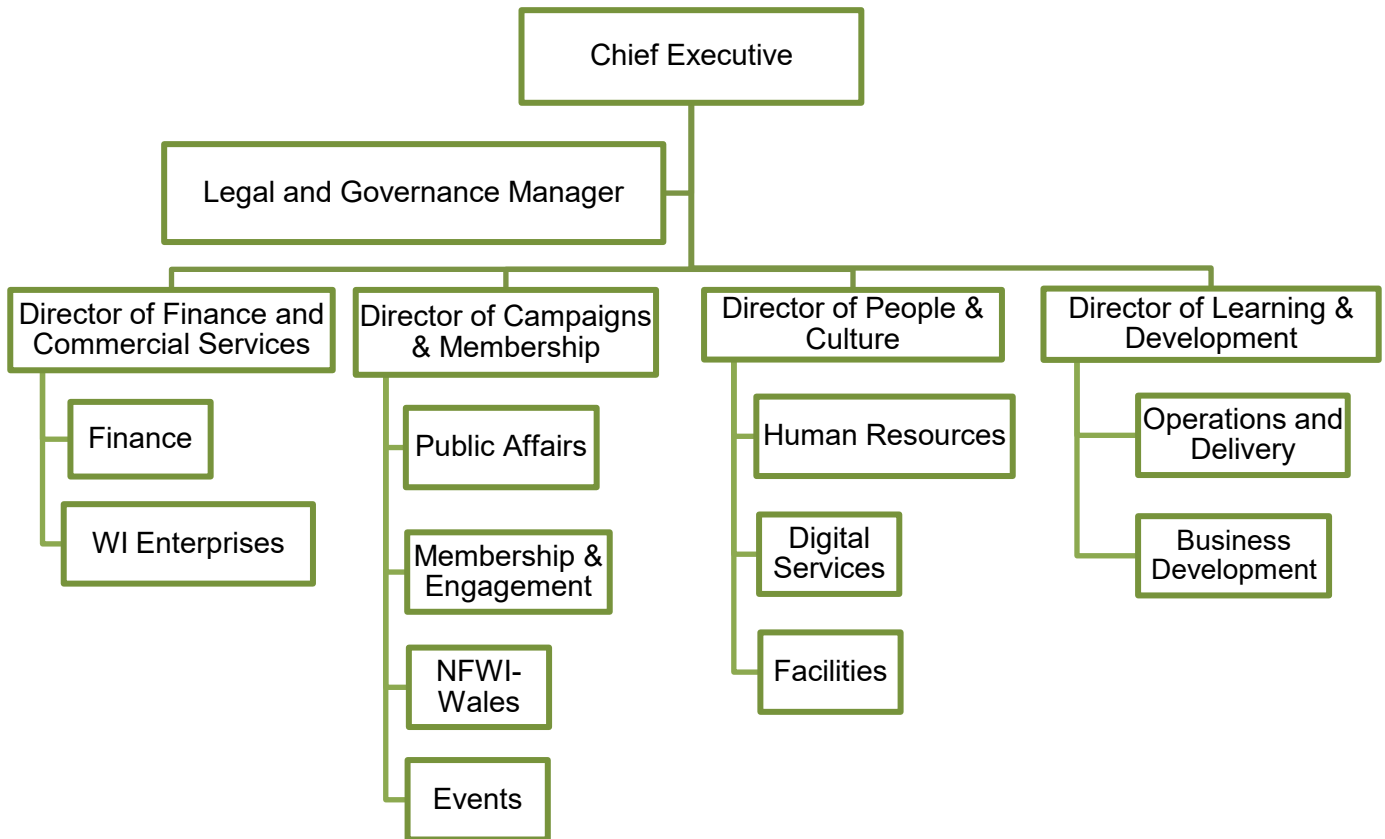
THE STRUCTURE AND FRAMEWORK OF THE NFWI

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, but there are also offices in Cardiff and Oxfordshire.

NFWI staffing structure

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



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.

People and Culture

The People and Culture directorate includes Human Resources (HR), Digital Services and Facilities management. It is responsible for ensuring that our working culture,

workplace, and systems support and drive the organisation's strategy, while also ensuring that these aspects best reflect how we want to work and who we want to be as an organisation, to ultimately enable our staff and volunteers to flourish and be their best selves.

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 Membership

The Campaigns and Membership directorate includes Public Affairs, Membership and Engagement, Events, and NFWI-Wales. It is responsible for a seamless membership experience across England, Wales and the islands and ensures all member initiatives and services are planned and co-designed by the four member-facing teams.

Campaigns are a leading part of the membership experience and the NFWI has been campaigning since 1918 on issues that include domestic violence (1975), equal pay (1943), AIDS (1986), breast cancer screening (1975), oil pollution (1927), renewable energy (1977) and family planning (1972). Members democratically decide all campaigning issues through a process that is unique for a modern campaigning organisation. Every year members submit resolutions to a selection process where the most popular suggestions are put to the vote at the Annual Meeting. If members support these resolutions, they become mandates and form the basis of campaigning activities in the years ahead.

This directorate also has a strong external focus and ensures the NFWI is engaged with, responding to and initiating key external discussions and projects which will impact on our organisation's long-term future.

Public Affairs

Public Affairs is responsible for delivering the NFWI's campaigning, influencing, policy and research work, in conjunction with the Public Affairs Committee. The WI is a democratic, member led organisation and the department aims to empower WI members to turn their concerns into campaigns, and thus bring influence to bear on decision-makers and opinion-formers about local, national and international issues.

Members play a central role in policy and campaign development. All campaigns stem directly from issues which are put forward by members as resolutions at the Annual Meeting each year. The Public Affairs department guides the resolutions process providing research, advice and policy briefings, before transforming the resolutions into local and national campaigns.

The WI has a long history of campaigning and an ambitious agenda with policy interests and campaigns across a wide range of issues, from the experiences of autistic and ADHD women and girls to modern slavery, climate change and microplastic pollution. Our award-winning campaigns have made a real difference in changing policy and practice; from supporting the UK to become the first country to pass into law its pledge to achieve net zero carbon emissions, to gaining government support to tackle microplastic pollution and securing all party commitment and funding for alternatives to custody for offenders with mental illness.

The NFWI is a founding member of Keep Britain Tidy, the Fairtrade Foundation and The Climate Coalition.

Public Affairs Department Structure



JOB DESCRIPTION

Job Title:	Campaigns and Public Affairs Manager
Department:	Public Affairs
Location:	Hybrid working with primary location in London - 104 New Kings Road, London, SW6 4LY
Organisation:	National Federation of Women's Institutes (NFWI)
Reports to:	Director of Campaigns and Membership
Responsible for:	Research and Campaigns Officer x 2 Campaigns Assistant

Main Functions

To provide line management and support for the NFWI's Public Affairs team, and contribute to the department's work in all fields of campaigning, lobbying, research and policy.

This is a varied role with a commitment to achieving change on key issues affecting women and their communities, and supporting the development and delivery of national WI research, campaigns, public affairs and policy activity.

Principal Responsibilities

Campaigning and Lobbying

- Take a strategic overview of the department's campaigning and policy work, and guide the committee and staff on appropriate responses to policy and campaign developments.
- Develop, monitor and evaluate campaign plans, identifying lobbying and media priorities.
- Devise appropriate lobbying and campaigning actions for members and the wider WI movement.
- Support members and supporters at all levels within the organisation in campaigning and lobbying.
- Together with the Director of Campaigns and Membership, and where appropriate, represent the NFWI at meetings, conferences and on working groups (liaising with civil servants, government departments and external organisations).
- Support the Public Affairs team to organise and promote internal and external events, conferences and courses.
- Identify and propose external advisers, campaign partners and joint projects.

Research and Policy

- Provide a high quality research and information function.
- Respond to relevant consultation papers from the Government and other organisations in line with NFWI policy.
- Monitor relevant policies and issues of interest to the NFWI, and that impact women and their communities.
- Research potential resolutions, prepare supporting materials and produce follow-up action papers for mandated resolutions.
- Monitor parliamentary affairs and the work of other organisations.

Media Relations

- Act as key liaison between the Public Affairs team and the PR Consultant/ relevant staff in the Membership and Engagement team regarding media work.
- Where appropriate, support with drafting key messaging, press releases and briefing spokespeople to support media work.
- Provide support and advice to NFWI Board of Trustees when dealing with the media on Public Affairs matters in cooperation with the Director of Campaigns and Membership, the Head of Membership and Engagement and the PR Consultant.

Campaign Communications

- Write and distribute briefing and promotional material to a range of audiences internal and external.
- Prepare speeches and briefings to represent the work of the NFWI.
- Work with the Digital Services team to develop, monitor and update NFWI websites.
- Oversee the preparation of copy for internal and external publications including *WI Life* magazine, the NFWI website, My WI and email newsletters.
- Oversee the Public Affairs department's social media output.
- Liaise with external organisations and other partners regarding joint projects.
- Answer queries from and provide relevant information to members and supporters, external organisations, the media and the general public.
- Build and maintain databases of Public Affairs representatives and other active members/representatives as appropriate.
- Liaise with other staff and Committee members on matters of relevance to Public Affairs.
- Together with the Director of Campaigns and Membership, contribute to consultations concerning the suitability of sponsors and commercial partners in view of mandates and policies.

Projects

- Lead on or assist with Public Affairs projects and activities.
- Develop, implement, monitor and evaluate project plans, identifying key project timings, opportunities to seek funding and media priorities.
- Prepare and monitor budget plans in line with project funding and administer budgets for relevant projects.

Supporting the Public Affairs Committee

- Brief the Committee Chair and other members as appropriate.
- Coordinate and support relevant Public Affairs ad hoc Working Groups.
- Take overall responsibility for preparing, monitoring and administering the Public Affairs Committee budget in consultation with the Director of Campaigns and Membership and the Committee Chair.

Line management and development of the Public Affairs team

- Be a positive role model for the team by championing positive culture, encouraging constructive interactions and modelling respectful behaviour.
- Promote an inclusive and collaborative environment that values diverse opinions and provides equal opportunities.
- Build positive team and workplace relationships and commit to addressing any challenges or conflict. This includes fostering good working relationships with staff, the Public Affairs Committee and the Board of Trustees.
- Ensure any project work within the team will benefit the NFWI's strategic objectives.
- Support and oversee the team's performance and help them navigate any challenges. This includes carrying out annual appraisals for the team, agreeing objectives in line with departmental plans and identifying any training needs to support performance.
- Provide the team with opportunities for professional development through training or new experiences within their role, the team or across the organisation.
- Carry out other management responsibilities as appropriate such as managing sick absence, unsatisfactory performance and conduct issues.

Organisational Strategy & Collaboration

- Contribute to the development, implementation, and monitoring of strategic work plans for both the Public Affairs department and the wider organisation.
- Support the design and delivery of Public Affairs campaigns, projects, and events.

- Support colleagues in the department and deputise for the Director of Campaigns and Membership as required.
- Collaborate with internal NFWI committees and departments, offering guidance on potential conflicts of interest and identifying opportunities for cross-organisational working.

Cultural diversity, equal opportunities and environmental responsibility

- Uphold a commitment to equality, diversity and inclusion, ensuring that we reflect these values both internally and towards external organisations.
- Promote environmental responsibility at work and towards 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

<i>Qualities</i>	<i>Essential</i>	<i>Desirable</i>
<p>Experience/ Interest</p>	<ul style="list-style-type: none"> • Campaigning: <ul style="list-style-type: none"> ○ Experience of identifying salient campaign issues. ○ Experience of taking a campaign from start to finish (planning, implementing, monitoring and evaluating). • Political lobbying: <ul style="list-style-type: none"> ○ Experience of working with and providing briefings for politicians across the political spectrum, to raise the profile of campaign issues and build cross-party coalitions. ○ Experience of developing influencing strategies in a political context. • Research: <ul style="list-style-type: none"> ○ Experience of desk and primary research, including the ability to collate large amounts of data, pull out information relevant to campaign key messaging, and link to reliable sources. • Line management: <ul style="list-style-type: none"> ○ Experience of line managing a team. ○ Experience of monitoring performance and supporting individual and team development. 	<ul style="list-style-type: none"> • Experience of working in a non-profit or membership organisation. • Experience of working within a federated or distributed organisational structure. • Experience of planning and implementing grass roots projects and conferences. • Experience of administering and monitoring limited campaign budgets. • Experience of working with a volunteer management committee. • Experience of deputising for a more senior manager. • Media relations: <ul style="list-style-type: none"> ○ Experience of working with a PR team to plan PR work, draft briefings and press releases.

	<ul style="list-style-type: none"> • Social media: <ul style="list-style-type: none"> ○ Experience of overseeing social media channels, providing monitoring and response support. ○ Experience of preparing and posting content. • Written communication: <ul style="list-style-type: none"> ○ Experience of producing engaging copy to inspire and motivate supporters to take action. ○ Experience of producing reports, briefings, notes on policy issues, responses to consultations, speeches, and letters to a range of recipients. • Working in partnership: <ul style="list-style-type: none"> ○ Experience of working in partnership with both internal teams and external organisations, including networking and partnership building. • Working with volunteers: <ul style="list-style-type: none"> ○ Experience of working with volunteers and supporting them to get involved in campaigns or similar initiatives. • Administration: <ul style="list-style-type: none"> ○ Experience of preparing agendas and minutes of meetings, writing letters, memorandums, filing and record keeping. • Interest in working for the WI 	
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Education and Training	<ul style="list-style-type: none"> • Educated to Degree level or equivalent experience. 	
Knowledge	<ul style="list-style-type: none"> • A good understanding of current affairs and issues across the policy spectrum. • Knowledge and understanding of the workings of government, parliament and points of influence. • Understanding of the voluntary sector and the process of forming and maintaining partnerships within it. • Knowledge and understanding of how social media platforms are used to increase engagement across internal and external audiences. • Knowledge and understanding of how to use digital tools for campaigning activity. • Good knowledge of Microsoft Office including Word, Excel, PowerPoint, Outlook and Teams. 	<ul style="list-style-type: none"> • 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.
Skills/ Abilities	<ul style="list-style-type: none"> • Excellent communication skills - written and verbal. • Ability to convey complex information in an accessible and easily comprehensible way. • Confident working and communicating with people at all levels, including volunteers, with professionalism, tact and integrity. • Ability to bring together potentially differing viewpoints into one common goal. 	<ul style="list-style-type: none"> • Ability to monitor income and expenditure and to administer budget lines.

	<ul style="list-style-type: none"> • Strong initiative with the ability to find effective solutions to resolve problems. • Strong analytical skills, with the ability to interpret data and create reports. • Ability to keep up to date with relevant political and social developments. • Excellent organisational skills with the ability to meet deadlines and plan and manage numerous competing priorities. • 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. • Ability to bring fresh and distinct angles to campaigns including ways to engage members in campaigns activities. • A natural networker, internally and externally. • Ability to remain calm, demonstrating patience and resilience under pressure. 	
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Circumstances of the job

- The salary is £44,183 per annum, which is NJC point 29 in the range 29-32, inclusive of London Weighting.
- The NFWI operates 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 which staff can request 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 hybrid, including an online interview followed by a second round in-person interview for shortlisted candidates, 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. 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 **13 May 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 **10 June 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 a nervous experience, 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 that will take place **w/c 18 May 2026**. The first will be held virtually via Teams and the second will be in-person at our London office.

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 £44,183 per annum. This is NJC point 29 in the range 29-32. 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 six-month probationary period which can be extended up to 12 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.google.com/maps/place/104+New+Kings+Road,+London,+SW6+4LY)

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