

Join Our Team



FAWCETT
SOCIETY

fawcettsociety.org.uk

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Join the Fawcett Society

We are the Fawcett Society, the UK's leading charity campaigning for women's rights and gender equality. For more than 150 years, we've campaigned for women and girls. To live free from fear and on equal terms with men.

Across the UK, women's rights are being pushed down the agenda. Misogyny is rising in politics, online, and in public life. Progress that once felt secure is being rolled back.

We will not let that happen.

Join us and help us fight back.

Why work with us?

1. **Meaningful impact:** At Fawcett, your work will contribute directly to advancing women's rights and tackling misogyny. Whatever your role, you will be key in driving change for women and girls in the UK.
2. **Collaboration:** We foster a collaborative and inclusive culture. Our team is made up of passionate people, determined to create real change. We have different life experiences and skills; your voice and ideas will be valued and encouraged.
3. **Our history:** We take the responsibility of our heritage seriously. For 150 years, we've been fighting for the rights of women across the country. We continue to adapt to the ever-changing challenges.
4. **Small but mighty:** A small team, but full of determination. Because of our size, we can be agile and responsive. We encourage curiosity. We want to always look at how to improve, how to do things differently.
5. **Work life balance:** We know you have a personal life. We offer flexible working, generous holiday, wellbeing support, and a team culture that respects your life outside of work.
6. **Inclusive workplace:** We foster an environment where diversity thrives and everyone has the chance to succeed. We invest in training and anti-racism work to ensure that our internal and external work reflects the diverse experiences of women.

Benefits

- A 5% employer / 3% employee pension contribution
- 36 days annual leave (inclusive of bank holidays)
- Employee Assistance Programme, giving access to health and wellbeing support, including to counselling services
- Enhanced sickness and maternity pay
- Generous family-friendly policies
- Opportunities for professional development and career progression, through training and coaching

What the team has to say

Don't take our word for it, check out some quotes from the current staff team about their experiences of working at Fawcett:

“Teamwork and flexibility make Fawcett a fabulous place to work. Everyone is so supportive and helpful, and we really value each other. Being paid to be a feminist is the best job ever!”

“I can honestly say I love working at Fawcett! I have never worked with such a dedicated and passionate team of hard-working women. Knowing that every member of the team is a feminist and wants to make a difference to the lives of women is a very good feeling... going to work and declaring yourself a feminist and being able to be part of a team making change happen is an absolute privilege. I am proud to be team Fawcett. As a remote part time member of the team, I am able to balance caring responsibilities alongside my job and have the autonomy to work Independently with regular support”.

Encouragement to apply

We know that women and people from marginalised backgrounds are less likely to apply for roles unless they meet every single criterion listed. If this role excites you and you feel you could do it well, we strongly encourage you to apply even if you don't meet 100% of the requirements.

We care about values, potential, and how you approach your work, not just whether your experience matches the role line-by-line.

If there are gaps in your experience that you think could be mitigated through training or development, do feel free to set that out in your application.

How we recruit

At Fawcett, we aim to make recruitment as fair and transparent as possible.

This means:

- Applications are reviewed by human assessors; we do not use AI screening tools.
- Applications are assessed against the criteria listed in this pack, with particular focus on the fundamental essential criteria.
- Structured questions are used to ensure all candidates are assessed consistently.
- Interview questions are shared in advance so candidates can prepare.
- We aim to keep recruitment processes proportionate and not require excessive unpaid work from candidates.

Application Guidance

We want all candidates to have a fair opportunity to showcase themselves. The guidance below is intended to help you present your application clearly.

Focus on the criteria

Applications are assessed against the criteria listed in this job pack, with particular focus on the fundamental essential criteria. Before applying, take time to review the person specification and consider how your experience connects to the requirements of the role. You do not need to meet every desirable criterion to apply.

Show, don't tell

Strong applications usually demonstrate experience through examples, rather than making general statements. For example:

Instead of writing "I am a strong communicator.", try explaining:

- a situation where you needed to communicate something clearly
- what you did
- what the outcome or feedback was

This helps us understand your skills and judgement, not just the claim itself.

Be clear about your role

When describing examples, make sure it is clear what your role or contribution was. For example:

- Did you lead the work?
- Did you collaborate as part of a team?
- Were you responsible for a particular part of the project?

Specificity about your contribution gives us clarity about your experience.

Use clear examples

When responding to application questions, it can help to briefly describe:

- the situation or context
- the actions you took
- the result or impact

Examples can come from paid work, volunteering, community activity, education, or other relevant experience.

Don't worry about using the "right" language

We are interested in the substance of your experience, not whether you use specific sector terminology. Clear, straightforward explanations are always more helpful than buzzwords or generic statements.

Passion for the cause

Commitment to our work is important for roles at Fawcett. At the same time, applications are assessed against the role criteria, so be sure to demonstrate how your skills, knowledge and experience align with the role requirements.

A note from our chief executive, Penny



Dear candidate

Thank you for your interest in joining The Fawcett Society as our Campaigns & Content Manager. This is an important role for Fawcett at a moment when the need for clear, compelling and politically sharp public-facing work feels especially urgent. Women's rights remain under pressure in many areas of public life, and how we communicate, campaign and connect with people matters enormously. We need to be able to turn strong evidence, policy and lived experience into campaigning and content that cuts through, builds engagement and helps more people find a meaningful route into our work.

This role sits at the heart of that. We are looking for someone who can bring together campaign thinking, content development and audience understanding in a way that feels coherent and creative. That includes shaping strong public-facing campaigns and developing content that is persuasive, accessible and relatable. There is significant creative potential in this role; we are open to doing things differently, and looking for someone who is ideas-driven, creative and bold.

You would be joining a small organisation with ambitious plans, which means this role will suit someone who is comfortable taking ownership, working collaboratively and thinking carefully about what will have the greatest impact. We are looking for someone who can combine good judgement with creativity: someone who can be comfortable with being responsive to external news, trends and milestones.

You would be joining Fawcett at a time when women's rights feel both urgent and contested. We are committed to being more forthright & more campaign-driven, in the face of growing misogyny. We are a broad church; an inclusive feminist organisation. We want colleagues who are comfortable working in that context: people who can bring their own perspective and contribute to a culture of thoughtful dialogue, mutual respect and shared purpose.

If you could bring strong creative, campaigning and/or content experience, sound judgement and a collaborative approach to this role, we would be very glad to hear from you.

Penny East

The role at a glance

Job Title:

Campaigns and Content Manager

Salary:

£40,000

Location:

Remote (see travel expectations below)

Contract:

Permanent

Hours:

Full time or part time (22.5 hrs minimum), flexible.

Reports to:

Head of Campaigns and Influence

Closing date:

12 July 23:59

Interviews:

Expected week of 20 July



Job description & person specification

Job Title: Campaigns & Content Manager

Salary: £40,000 per annum (FTE)

We always publish the salary for our roles. We do not seek salary history as part of the recruitment process.

Location: Remote, with occasional travel to London/UK-wide events (travel costs covered)

Hours: Full time or part time (22.5 hrs minimum), flexible. Full time hours at Fawcett are 37.5 hours per week.

Reports to: Head of Campaigns & Influence, or such other manager as the organisation may reasonably designate.

PURPOSE OF THE ROLE

This role leads the development and delivery of Fawcett's campaigns and content, translating our work into compelling, public-facing content and copy that drives engagement, influence and membership growth. It ensures that campaigns are clear, coherent and impactful, and that content across all channels reflects a strong, consistent narrative rooted in tackling sexism and misogyny. The role combines campaign thinking with hands-on content production, ensuring that activity is informed by insight from members and supporters and creates meaningful opportunities for engagement and participation. It plays a key role in shaping how audiences engage with Fawcett and move into deeper forms of involvement, including membership.

KEY RESPONSIBILITIES

Campaign Development & Delivery

Support the design & development of campaigns that combine policy, evidence and storytelling, and enable meaningful opportunities for supporter and member participation

Provide creative and digital-first suggestions for campaign effectiveness and engagement

Ensure campaign development is informed by insight, feedback and participation from members and wider audiences

Develop a range of engaging and varied calls to action, enabling different ways for people to take part in campaigning

Ensure campaigns contribute to both immediate engagement and longer-term supporter and membership growth

Work with colleagues to shape events and other public-facing moments so they support campaign objectives, audience engagement and meaningful opportunities for supporter and member participation.

Content Strategy, Production & Impact

Develop and produce high-quality, compelling content across channels, including email, social media and web

Lead the production of creative and engaging content that responds to external events and policy announcements.



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Utilise external moments and social trends to communicate our evidence in creative ways.
Ensure consistency of voice, messaging and narrative across all communications
Translate complex policy, research and evidence into accessible and engaging content
Lead the development of content and communications that engage, nurture and convert audiences into deeper forms of support, including developing and communicating compelling pathways into membership
Use a range of formats and channels to deliver content, making informed decisions about the most effective approaches based on audience insight and performance
Work with colleagues, external providers, tools or collaborators where needed to support content production and delivery
Ensure that content effectively communicates the impact of Fawcett's work, demonstrating progress, outcomes and relevance to supporters and the wider public
Oversee the development of campaign and promotional content linked to events and public-facing activity, ensuring it is clear, compelling and aligned with wider organisational priorities.

Digital Engagement, Reach & Insight

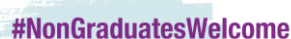
Use data, analytics and audience insight to inform campaign and content development
Monitor performance across channels and use learning to improve future activity
Embed a test-and-learn approach to communications, including experimenting with formats, messaging and calls to action
Develop approaches to growing reach, engagement and conversion, including use of digital and paid channels where appropriate
Contribute to building a clearer understanding of audience journeys and how people engage with and move through Fawcett's work

External Collaboration & Partnerships

Work with external partners to support the development and delivery of joint campaigns and communications activity
Contribute to collaborative campaigning approaches, ensuring alignment with Fawcett's priorities and values
Support relationship-building with partners, stakeholders and collaborators as part of campaign delivery

Cross-Team Working & Organisational Contribution

Work closely with colleagues across the organisation to ensure campaigns are informed by evidence, policy and supporter insight
Collaborate with colleagues to align campaigns and content with fundraising, supporter engagement and public affairs activity
Contribute to organisational planning, bringing a campaigns and communications perspective to strategic decisions
Support the organisation to present a clear, consistent and compelling public profile across its work



Work with colleagues responsible for event delivery to ensure events, external speaking opportunities and related activity are aligned with campaign plans, messaging and audience engagement goals.

General Responsibilities

Undertake other duties commensurate with the role, and contribute to organisational responsibilities including compliance with relevant policies and procedures

Maintain accurate, up-to-date and accessible records relating to your work, ensuring that information is appropriately stored in organisational systems (e.g. CRM, project management tools and shared drives) to support continuity, transparency and effective collaboration across the organisation.

Identify and proactively share relevant opportunities that could benefit the organisation, including grants, awards, partnerships, pro bono support or in-kind offers, drawing on your subject knowledge and networks. Where appropriate, take a lead role in progressing these opportunities, or collaborate with relevant colleagues (e.g. fundraising, communications or delivery teams) to develop and submit applications. This includes contributing to maximising the organisation's impact and return on investment by ensuring that appropriate opportunities are not missed.



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PERSON SPECIFICATION

Fundamental Essential Criteria

Demonstrable experience of developing and delivering campaigns or content creation that have achieved meaningful audience engagement, influence or progression into action (e.g. advocacy, participation or membership)

Strong content development and digital literacy skills, with the ability to write clear, compelling and audience-focused content tailored to different digital platforms.

A digital-first approach to communications; a genuine interest and love for social media and content creation.

Ability to translate feminist, policy or social justice issues into accessible, engaging and impactful campaigns and content

Essential Criteria

Experience planning, managing and coordinating campaigns or communications activity, including balancing priorities, timelines and delivery

Ability to use audience insight, data or performance metrics to inform decisions and improve approaches

Ability to make informed decisions about content formats and channels, based on audience needs and context

Ability to work effectively in a politically sensitive, values-led context, using sound judgement in public-facing campaigns and content.

Desirable Criteria

Experience coordinating delivery through others, including briefing contributors or working across shared activity.

Experience of video/graphics/visual content creation.

Experience engaging membership or communities in content and campaigns.

Experience contributing to collaborative or partnership-based campaigns

Experience of or interest in line managing staff or supporting the development of others

Equality, Diversity & Inclusion

We particularly welcome applications from disabled candidates, older candidates, and Black and racially minoritised candidates, who are currently underrepresented in our organisation. Each applicant will be individually assessed regardless of age, gender, ethnicity, sexual orientation, disability, religion, or belief. We will use positive action on the basis of race and/or disability in case of a tie-break situation.

How to apply

Applications should be submitted via [this form](#) which requires you to answer four questions and upload a CV. We ask that you complete our anonymous [Equal Opportunities Monitoring form here](#).

If you need any reasonable adjustments in order to apply for this role, please contact us at recruitment@fawcettsociety.org.uk.



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