Commercial Assistant
£26,828 (FTE £33,535)
Part-time, 28 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.

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.

The NFWI (National Federation of Women's Institutes) strategic vision sets out our 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:

Connection

We believe in a world where communities are diverse, connected and thriving; with opportunities for individual and collective growth - and where women have the chance to work together and grow their networks. We will work together to support your communities and each other, through the delivery of strong, effective local WIs that reflect local needs.

Influence

We believe a big part of our growth as women are the skills, knowledge, and opportunity to work together to influence positive change. It is this collective power, and the hope that it brings, which are the foundations on which our WIs, our communities and each of us individuals, succeed.

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.



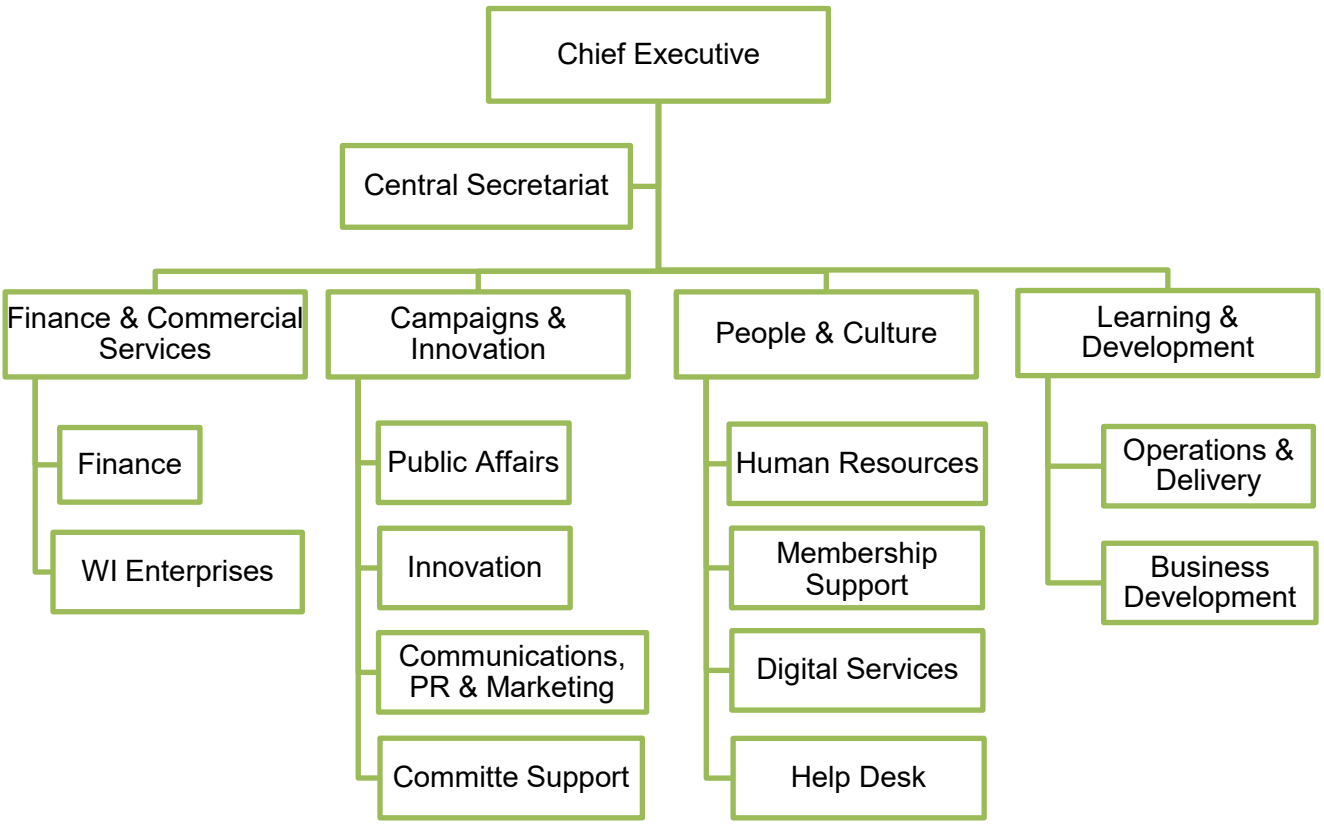
THE STRUCTURE AND FRAMEWORK OF THE NFWI

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 to 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.

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.

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 for 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.

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.

Funding and WI Enterprises Ltd

WI Enterprises Ltd (WIE) is the trading company of the NFWI. It exists to raise revenue for the NFWI, provide benefits for members and generate funds for federations and WIs. The majority of NFWI income is from annual subscriptions. Other sources of revenue include grant-making bodies, educational trusts, commercial sponsors and investments.

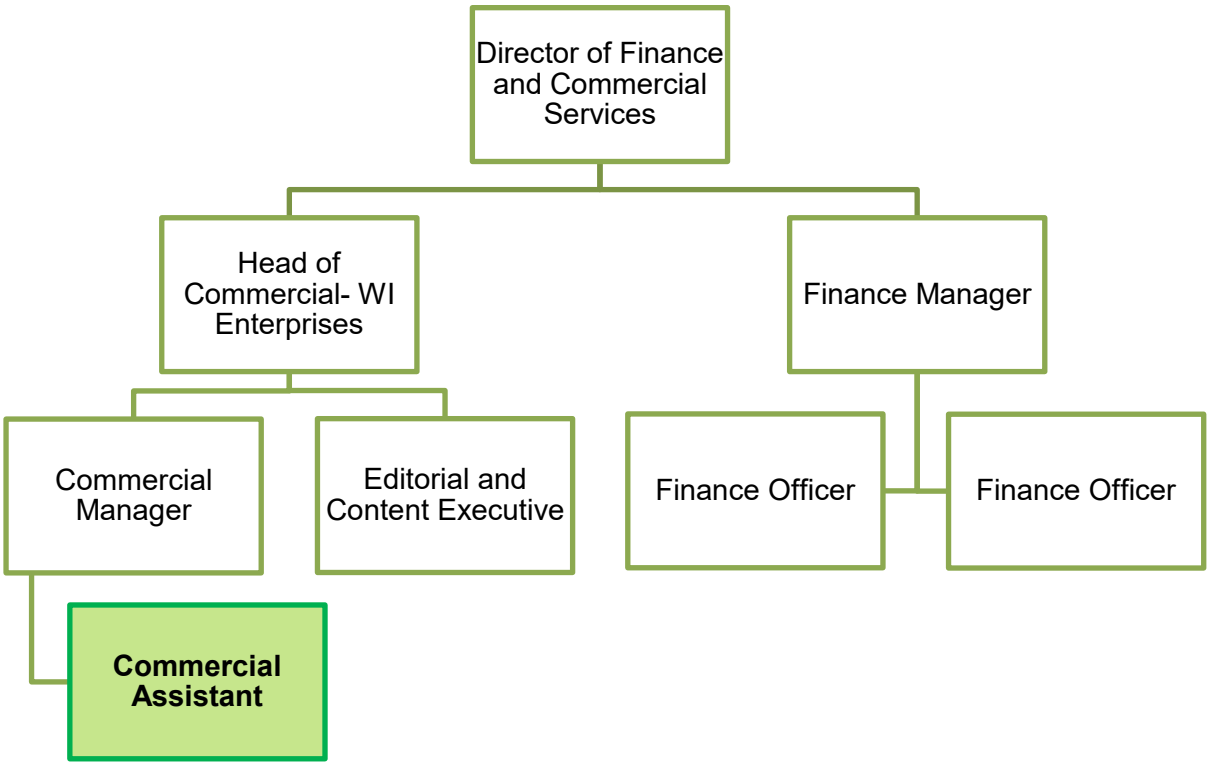
WI Enterprises is expected to generate a considerable profit each year through its various commercial activities. These include the sale of WI branded products through e-commerce and brand licensing, affiliate marketing, lottery, raffle and other commercial activities.

The WI Magazine

The WI Magazine is the national membership magazine of the WI. It is delivered directly to members four times a year. The magazine raises money for NFWI through advertising revenue and features articles and news stories showcasing the diversity and wide-ranging interests of WI members.

The focus is on celebrating WI members' activities. Most issues have a WI member on the cover and profiled inside, chosen for her interesting hobby/profession and her zest for life. Regular features include letters, news, cookery, craft, puzzles, books, and gardens. The most recent ABC figures, which consider the readership across the year, indicated that *The WI Magazine* was read by an average of 170,000 WI members.

Finance and Commercial Services directorate structure



JOB DESCRIPTION

Job Title: Commercial Assistant

Directorate: Finance and Commercial Services

Department: WI Enterprises

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: Commercial Manager

Responsible for: N/A

Main Functions

- Coordinate the development, production and distribution of member products, including promotional content for *The WI Magazine* and other branded merchandise.
- Support the Commercial Manager in developing commercial partnerships with external organisations and identifying opportunities to extend and grow the WI brand.
- Support the planning and delivery of WI Enterprises at the Annual Meeting and other NFWI events.

Principal Responsibilities

Coordinate the development, production and distribution of member products, including promotional content for *The WI Magazine* and other branded merchandise

WI branded products

- Oversee the end-to-end production, distribution and fulfilment of member products, including the management and coordination of the distribution house, liaising with suppliers and relevant internal teams to ensure deadlines and quality standards are met.
- Maintain and update the online WI Shop, liaising with the Digital Services team where necessary to ensure pricing and stock availability are accurately reflected.
- Work with external suppliers to manage the production and distribution of WI branded products including diaries and other stationery.
- Coordinate product testing among WI members for all newly proposed products.

- Along with the Commercial Manager, organise and attend meetings with existing manufacturers and other external partners.
- Respond to member enquiries and feedback in connection with this role in a timely and professional manner.

Marketing, Promotions and Communications

- Manage the commercial marketing calendar and coordinate the planning, design and production of promotional content across *The WI Magazine*, newsletters, Shopify promotional emails and other digital channels, including the WI Shop, lottery, raffle and travel promotions.
- Work with external partners, suppliers and the freelance designer *of The WI Magazine* to develop reader offers, promotional gifts and commercial opportunities.
- Support the creation and delivery of promotional content for the WI website and social media channels, working closely with the Website and Social Media Executive to ensure a consistent approach across different platforms.
- Identify opportunities to promote WI products, services and commercial partnerships through relevant marketing and communications channels.

Annual raffle and lottery

- Ensure the annual raffle and lottery is effectively publicised among members, including within the pages of *The WI Magazine.*
- Assist with the coordination of the annual raffle and lottery, including securing donated prizes from external companies, and ensuring they are distributed to winners.

<u>Support the Commercial Manager in developing commercial partnerships with external organisations and identifying opportunities to extend and grow the WI brand</u>

- Carry out initial research into prospective companies for commercial partnerships with WI Enterprises.
- Organise and attend meetings with prospective external partners along with the Commercial Manager.
- Under the guidance of the Commercial Manager, research and initiate opportunities for digital expansion via new platforms within the retail, branding and sponsorship sectors.

<u>Support the preparation and presence of WI Enterprises at the Annual Meeting and other NFWI events</u>

- Oversee the presentation and content of WI Enterprises displays and stands for the Annual Meeting and any other relevant events.
- Attend the Annual Meeting and other WI or external events as required.

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	• Experience of supporting product development and distribution. • Experience of using digital media and website content management systems as a promotional tool to increase engagement. • Experience of working in a customer service environment. • Experience of identifying, developing, and maintaining strong working relationships with stakeholders, partners and collaborators. • Experience of creating promotional content for various mediums (leaflets, social media etc.). • Demonstratable copywriting experience. • An interest in marketing and product promotion. • Experience of working within brand guidelines. • Administrative experience in an office environment or similar. • An interest in working for the WI.	• Experience of working within the charity sector. • Experience of supporting, and acting as a commercial presence, at events. • Experience of using Canva. • Experience of working with a Board of Trustees. • Experience of identifying opportunities for brand development and promotion.

Education and Training	• A minimum of English and Maths GCSE 9-4 (A*-C) grades or equivalent experience.	• Educated to A-Level or equivalent, or equivalent experience.
Knowledge	• Good knowledge of social media platforms (Facebook, Instagram, etc.) and an understanding of how to effectively use these platforms to increase engagement. • Knowledge of Microsoft Office, including Teams and Outlook.	• Knowledge of fundraising. • Knowledge of content management systems. • An understanding of the importance of branding, and following brand guidelines, particularly within a charitable organisation. • Experience of using Adobe or other photo editing programmes. • Knowledge of e-commerce platforms (e.g. Shopify). • An understanding of project management, from planning to delivery, and aligning projects to organisational strategy.
Skills and Abilities	• Excellent communication skills, both written and verbal. • Ability to negotiate effectively with suppliers and external partners to achieve positive outcomes. • Ability to manage supplier relationships, ensuring effective communication, value for money and the delivery of agreed expectations. • Ability to draft engaging and creative copy and content. • Strong interpersonal skills, with the ability to form strong	

	working relationships both internally and externally. • Confident working and communicating with people at all levels with professionalism, tact and integrity. • Excellent attention to detail. • Ability to work both independently and as part of a team. • Strong organisational and time management skills. • Excellent administrative skills. • Forward thinking with a willingness to contribute to generating ideas that further project development.	

Circumstances of the job

- The salary is £26,828 per annum for 28 hours per week, based on a full-time salary of £33,535, which is NJC point 11 in the range 11-14, inclusive of London Weighting.

- The NFWI operate a hybrid working arrangement which includes:

    - Staff are required to work a <u>minimum of 1 day in their primary office</u> 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 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.

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 **6 December 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 **16 December 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. 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 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. 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 taking place:

First round (virtual via Teams): **11 December 2026**
Second round (in-person at our London office): **16 December 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 £26,828 per annum for 28 hours per week, based on a full-time salary of £33,535 which is NJC point 11 in the range 11 to 14 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

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