

Communications and PR 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. This is an opportunity to support our causes and campaigns and be kept in the loop about all things WI.



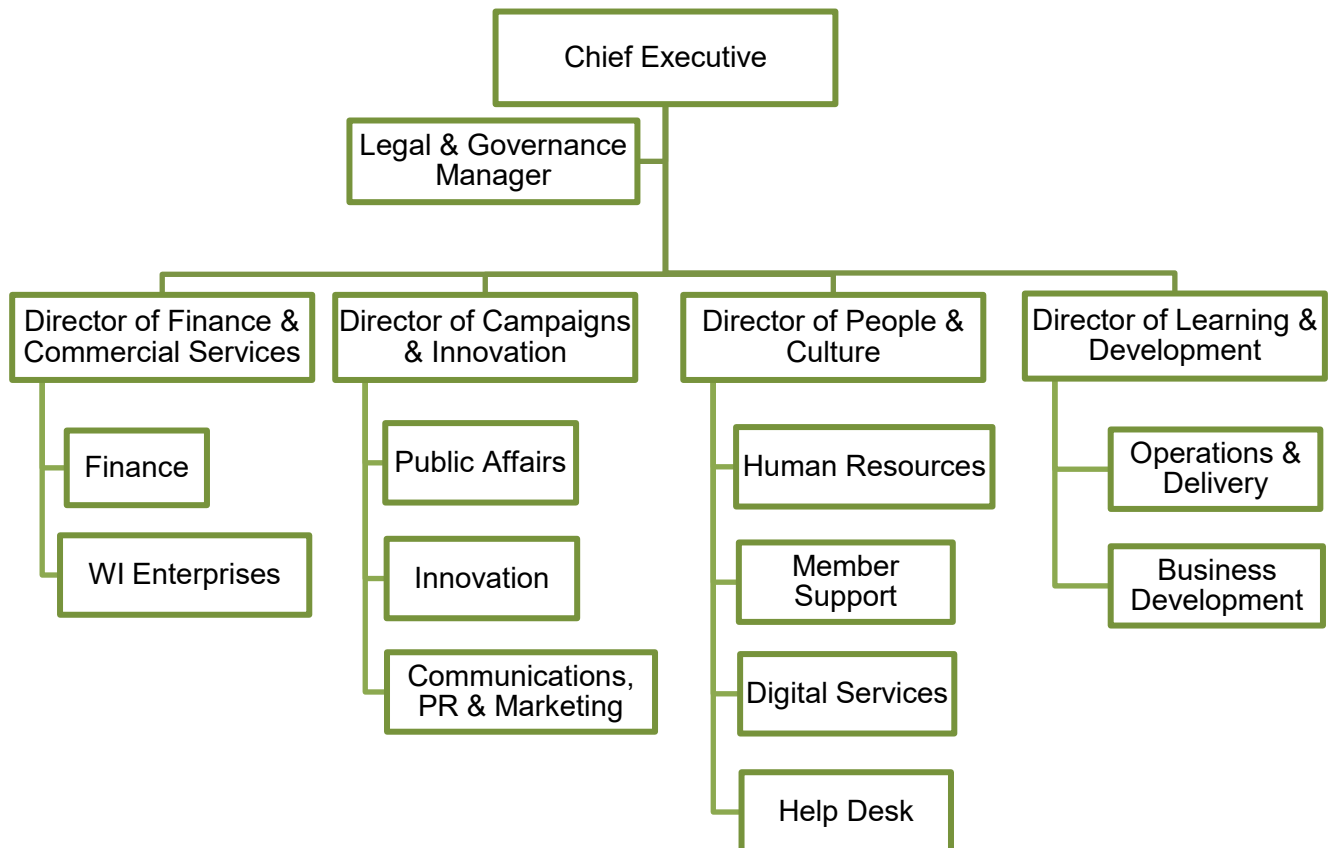
THE STRUCTURE AND FRAMEWORK OF THE NFWI

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, but there are also offices 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 4500 charities within the national federated structure and to our 170,000 members. The Central Secretariat team communicate policy and information throughout the organisation as well as being available to members for specific advice on governance matters. Our aim is to work in partnership with members, so they feel supported and informed about the wider work of the national charity and how to ensure the effective management of their own individual charities. We also encourage continuous improvement and benchmarking with national governance standards to ensure our charities are strong, well-run and sustainable. Our model is one of empowerment and support, building on our organisational values and shared mission.

Finance and Commercial Services

The Finance and Commercial Services directorate includes Finance and WI Enterprises Ltd. The Finance team generates income through 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 is responsible for supporting the organisation through its people, systems, technology and central support services. The directorate includes Human Resources, IT and Digital Services, and the Help Desk.

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

Human Resources provides expert people support to staff and advice across the organisation and is also responsible for member support in relation to complaints and safeguarding matters. The directorate additionally coordinates organisational health

and safety arrangements, providing policy, guidance and oversight while supporting managers and teams in meeting their day-to-day health and safety responsibilities. IT and Digital Services is responsible for maintaining the organisation's IT infrastructure, systems and cybersecurity arrangements, while also managing and developing the organisation's digital presence, including its website and social media channels.

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

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

Learning and Development

The Learning and Development directorate is responsible for ensuring a high-quality education and learning experience to members across England, Wales and the Islands that enhances the NFWI's membership offer. Learning and development for members and non-members is mainly delivered through VIA, an online platform that offers free, high-quality educational courses tailored to diverse needs and aspirations. As an educational charity, learning is at the heart of the WI. The provision of education through the Denman Trust enabled the launch of the WI Learning Hub (now VIA) in January 2024.

Campaigns and Innovation

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

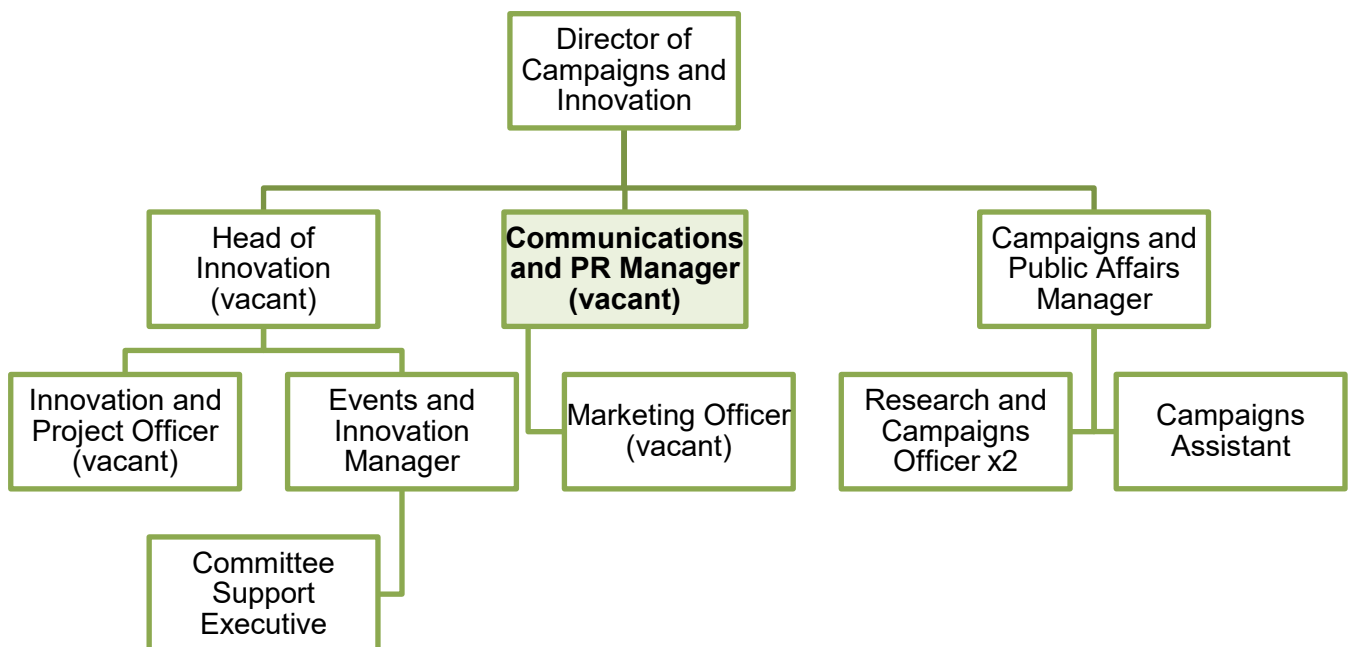
A key focus of the directorate is to grow the WI's presence within communities, trialling new ways of engaging with new and under-represented audiences, and working to better understand the issues that matter to women and their communities. Through insight, innovation and engagement, the directorate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

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

Communications, PR and Marketing team

The newly developed, centralised PR and communication team brings together press and communications activity to create a seamless service, ensuring a consistent brand image, clear messaging and a stronger external profile. This supports all teams across the NFWI group and works closely with the IT and Digital Services team to integrate digital communications. The Communications and PR Manager will deliver an integrated PR strategy and secure national media coverage, line managing the Marketing Officer role to provide dedicated marketing expertise and enhance the organisation's reach and impact.

Campaigns and Innovation directorate structure



JOB DESCRIPTION

Job Title:	Communications and PR Manager
Department:	Communications and PR
Location:	Hybrid working with primary location in London
Organisation:	National Federation of Women's Institutes (NFWI)
Reports to:	Director of Campaigns and Innovation
Responsible for:	Marketing Officer

Main Functions

The Communications and PR Manager leads the NFWI's PR, Communications and Marketing function, shaping the organisation's external voice, reputation and visibility. The role oversees the press office, managing both proactive and reactive media relations, and delivering integrated communications that support organisational priorities.

Responsible for developing key messaging, securing media opportunities, and strengthening relationships with journalists, stakeholders and supporters, the role ensures communications are consistent, timely and impactful, positioning NFWI as a leading voice within the women's sector.

Principal Responsibilities

Press office and media relations

- Lead the day-to-day operation of the press office, ensuring responses to media enquiries are timely, accurate and well-judged.
- Manage the press inbox and phone, prioritising and responding to enquiries in line with agreed frameworks and escalation principles.
- Generate media coverage by proactively identifying opportunities and responding to press enquiries, acting as a key point of contact for journalists.
- Build, develop and maintain strong relationships with journalists, editors, content creators and sector commentators by developing a network that support both reactive and proactive communications.
- Identify and prioritise key media and creator relationships, investing time in developing deeper engagement and long-term partnerships.
- Proactively brief media where appropriate, supporting the visibility and positioning of NFWI within the women's sector.

- Maintain accurate and up-to-date records of media engagement, coverage and relationships.

Reactive media handling and issue response

- Take proactive ownership of responding to reactive media enquiries, using sound judgement to assess risk, sensitivity and appropriate response.
- Draft statements, lines and responses to media enquiries, ensuring clarity, accuracy and alignment with NFWI's messaging.
- Identify when issues require escalation and take responsibility for escalating where necessary, making recommendations to senior colleagues.
- Work at pace to ensure NFWI responds in a timely and coordinated way to external events, supporting the charity's influence and reputation.
- Develop, implement and participate in shared team responsibilities for reactive communications, including covering the press phone/inbox and occasional out-of-hours working.

Marketing

- Develop an effective marketing and communications strategy that enables increased external engagement with the NFWI to ultimately raise the profile of the organisation, drive member recruitment and contribute to income generation.
- Lead the NFWI's marketing function, maintaining overall responsibility for the development, management and success of all marketing activity across the NFWI.
- Line manage the Marketing Officer, ensuring that their work aligns with and contributes to both the marketing and organisational strategies.
- Maintain an awareness of marketing trends and best practices to identify innovative opportunities for growth.

Proactive communications and media opportunities

- Identify and propose proactive media opportunities aligned to organisational priorities, messaging, campaigns and relevant external moments.
- Develop and maintain an annual PR and communications plan, in collaboration with the senior team, ensuring it remains responsive to identified emerging opportunities and priorities.
- Review and refine the NFWI's core messaging, working closely with the Director of Campaigns and Innovation.
- Support the development and delivery of media plans for campaigns and key organisational moments, ensuring activity supports and contributes to the delivery of the organisational strategy.

- Pitch stories, case studies and spokespeople to media, working together with the Director of Campaigns and Innovation.
- Work closely with the senior team to develop opportunities to extend NFWI's reach and engagement with priority audiences across relevant channels.

External communications

- Lead the delivery of external communications outputs, including press releases, statements and key messaging documents
- Ensure all communications are aligned to NFWI's messaging framework and tone of voice, maintaining consistency across all channels.
- Draft press releases, media statements, responses, letters and briefing documents for the NFWI, and develop template materials to support use at local/federation level.
- Work closely with the Digital and IT team to ensure communications are effectively delivered and adapted across relevant channels, including the NFWI's website and social media.
- Manage the production and dissemination of the organisation's Annual Review, engaging and overseeing freelancers as required.

Supporter development and stewardship

- Lead the development and delivery of the charity's high-profile supporter programme, working in collaboration with the Innovation team to secure support for key organisational priorities, and seeking to develop and strengthen relationships.
- Together with the Innovation team, identify and engage high-profile supporters, aligning their interests with the charity's goals and strategy to maximise on impact and engagement.

Media monitoring and proactive opportunities

- Monitor media coverage, social channels and the wider external environment to identify emerging issues, trends and opportunities.
- Provide insight and recommendations based on media activity, audience conversations and external developments.
- Identify potential risks at an early stage and propose appropriate responses or positioning.
- Proactively identify and capitalise on opportunities to increase NFWI visibility in key conversations reinforcing our role as the largest voluntary women's organisation in the UK.

Monitoring and evaluation

- Develop and maintain clear communications frameworks, including reactive messaging, holding statements and guidance to support consistent and confident responses.
- Ensure communications activity is well-organised, documented and easily accessible, reducing reliance on ad hoc or reactive decision-making.
- Strengthen the monitoring and evaluation process of communications activity, including media coverage, response effectiveness and contribution to organisational objectives.
- Monitor media coverage and compile press cuttings, sharing relevant coverage with the staff team in internal communications as appropriate.

Budget and resource management

- Manage the Communications, PR and Marketing budget, ensuring value for money and effective management of suppliers to maximise impact.

Line management and development of the Marketing Officer

- Be a positive role model by promoting a constructive, inclusive and respectful team culture.
- Build effective working relationships across the organisation, and with key stakeholders.
- Support and oversee team performance, including appraisals, objective setting, training and development.
- Provide opportunities for professional growth and development within the role and across the organisation.
- Manage people matters appropriately, including attendance, performance and conduct issues.
- Ensure team activity and project work support the NFWI's strategic objectives.

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

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

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

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

PERSON SPECIFICATION

Qualities	<i>Essential</i>	<i>Desirable</i>
Experience and Interest	• Experience in PR, or a relevant communications role. • Experience of proactively managing an organisation's media profile, with the proven ability to generate opportunities to promote the organisation. • A proven track record of devising, implementing and managing effective media strategies and communication plans. • Experience of securing high-profile press coverage and developing media stories from scratch across a range of titles and audiences. • Experience of developing and maintaining messaging frameworks or communications guidelines. • Experience of crisis communications, and reputation or risk management. • Demonstrable experience of building and maintaining relationships with journalists. • Experience in marketing, including contributing to and supporting the delivery of marketing activities. • Experience of developing collaborative working relationships with internal and external stakeholders.	• Experience working in the charity or non-profit sector. • Experience of working in a membership organisation. • Experience of working within a federated or distributed organisational structure. • Experience of developing and/or managing a marketing and communications strategy.

	• Experience of line management, including supporting and developing staff. • Significant experience of team working, delegation, empowerment and using resources effectively.	
Education and Training	• Educated to Degree level or equivalent experience.	• Qualification in PR, Communications or Marketing.
Knowledge	• Excellent knowledge and understanding of the media landscape including digital first publications and social media. • Strong knowledge and understanding of marketing trends and practices, with the ability to oversee the organisation's marketing function. • An understanding of how to engage and build relationships with external media bodies. • Knowledge and understanding of media monitoring and how to manage stakeholder relations. • An awareness of issues that may be of importance to the WI and its stakeholders. • Good knowledge of Microsoft Office including Word, Excel, PowerPoint, Outlook and Teams.	• 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 and Abilities	• Excellent communication skills, written and verbal, with the ability to understand and communicate complex information in an	• Ability to monitor income and expenditure and to administer budget lines.

	understandable and accessible way. • Confident relationship builder, able to build and maintain effective relationships with other staff and external stakeholders. • Ability to operate in a fast paced, multi-stakeholder environment – comfortable working across a diverse range of issues, stories and campaigns simultaneously. • Ability to present information clearly and effectively to a range of audiences • Strong influencing, problem-solving and negotiating skills. • Strong initiative and creativity, with the ability to generate both proactive and reactive media coverage. • Strong organisational and project management skills, with the ability to manage multiple priorities and deadlines. • Ability to remain calm, demonstrating patience and resilience under pressure.	
Circumstances of the job • The salary is £44,183 per annum, which is NJC point 29 in the range 29-32 on the London scale. • 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.

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

There will be two rounds of interviews that will take place **during w/c 17 August 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 on the London scale. 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