



FAIRTRADE

HEAD OF DIGITAL & INFORMATION

INFORMATION PACK

OCTOBER 2026



Ms. Sunitha Devi, tea plucker
at UNTE, India

A message from our CEO

Thank you for your interest in joining the Fairtrade Foundation – what a moment to get involved! We're on the brink of something truly transformational, and we're thrilled that you're considering being part of it.

Fairtrade is more than a movement – it's a global force for good. United by a bold vision, we're working towards a world where farmers and workers can thrive; earning fair wages, living with dignity, and building sustainable futures. For decades, we've been the trailblazers of fairness in trade, climate justice, and human rights – and we're just getting started.

I'm proud to say that the energy, passion, and commitment across our teams and partners is nothing short of inspiring. We're writing the next chapter of Fairtrade's story, and it's going to be bold, impact led, values driven and full of heart.

That's where you come in.

Choosing to work at Fairtrade means choosing purpose. Whatever your role, whether you are shaping policy, developing partnerships, delivering campaigns or enabling our operations, your work contributes to meaningful change. The impact of what we do reaches far beyond our office walls, helping producers and workers build

sustainable futures for themselves, their families and their communities.

But what makes Fairtrade truly special is our people. You will join a community of passionate, talented and committed colleagues who care deeply about the difference we make and the values we stand for. We are ambitious about our mission, collaborative in our approach and committed to creating an inclusive culture where diverse perspectives are welcomed, respected and celebrated.

The challenges we seek to address are complex, and there is still much work to do. That's what makes this such an exciting time to join us. We are continually evolving, learning and finding new ways to strengthen our impact. We need curious minds, fresh ideas and people who are motivated to help create a fairer future.

We live and breathe our values: accountability, integrity, respect, and partnership. I look forward to welcoming someone who shares our passion for fairness, justice and impact, and is excited to help us build a stronger, more resilient Fairtrade Foundation.

If that inspires you, I hope you'll consider becoming part of the Fairtrade movement.

Eleanor Harrison
CEO – Fairtrade Foundation



What we do at Fairtrade

Fairtrade is more than a label on your coffee or bananas - it's a way to make trade work better for the people behind our favourite products.

Our Vision

Fairtrade Foundation's vision is a world in which all producers can enjoy secure and sustainable livelihoods, fulfil their potential and decide on their future.

Our Mission

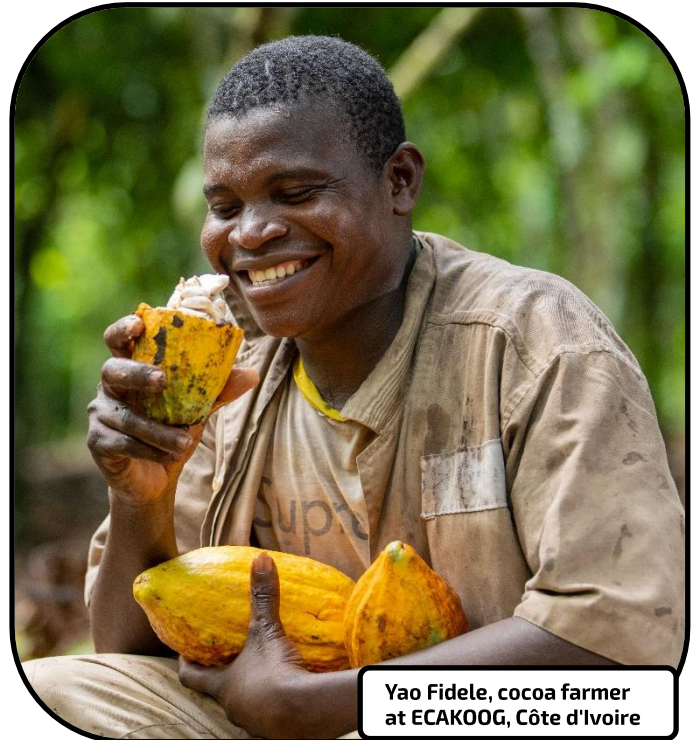
Our mission is to connect disadvantaged producers and consumers, promote fairer trading conditions and empower producers to combat poverty, strengthen their position and take more control over their lives.

Fairtrade is a movement for change that works directly with businesses, consumers and campaigners to make trade deliver for farmers and workers.

Fairtrade achieves this by rallying a global community of millions – farmers and workers, supply chain partners, brands, retailers, shoppers, schools, campaigners, government – to pay fair prices and uphold fair production standards and practices.

Fair prices provide a lifeline for vulnerable farmers and workers at times of need. They also provide long-term investment in production, community, and environmental projects to create a fairer, better world.

Fair standards and practices promote sustainable farming to protect biodiversity and the environment; deliver training for women so they can participate and lead; secure workers' rights; and build climate resilience.



Yao Fidele, cocoa farmer
at ECAK00G, Côte d'Ivoire

We are best known as the independent, not-for-profit body behind the FAIRTRADE Mark, a product label assuring consumers that their purchase helps farmers and workers in low- and middle-income countries secure a better deal.

Over the past thirty years, the FAIRTRADE Mark has become the best known and most trusted ethical mark among UK consumers. It ensures fairer terms of trade between farmers and buyers, helps to protect workers' rights, and provides the framework to empower producers to build thriving farms and organisations.

Beyond certification, the Fairtrade Foundation is deepening its impact by delivering specialist programmes and expertise to support communities with additional training and worker support, whether that's empowering women coffee farmers or responding to crises such as Covid-19.

Our Values

Our values connect us to a shared purpose. They shape how we collaborate, make decisions and drive change. By living them every day, we create the culture and impact we want to see in the world.



Respect

We treat everyone with dignity and empathy. That includes farmers and workers, our partners and our team members.

We champion inclusion, celebrate diversity, and aim to be a workplace where everyone feels heard and valued.



Partnership

We believe that change is only possible when we work together. We build strong lasting relationships – from farmers and workers to businesses, governments and supporters.

Internally, we collaborate across teams and listen deeply to each other to achieve shared goals.



Accountability

We are transparent about our decisions and take ownership of our actions. Everyone at Fairtrade is encouraged to be open, honest and committed to continuous learning.

We hold ourselves to the same high standards we ask of others.



Integrity

Fairness is the heart of what we do. We uphold ethical practices in every aspect of our work – from commercial relationships, safeguarding to internal governance. We speak up to power and act with courage, even when it's difficult.

Job Description

Title:	Head of Digital and Information
Team:	Digital and Information
Reports to:	Interim Director – Strategy, Impact & Transformation
Direct reports:	Senior Systems and Information Lead, Data Quality Specialist, Senior System Specialist.
Salary:	£72,100 a year plus benefits
Contract:	Permanent
Working Hours:	Full time, 35 hours per week
Location:	E1, Hybrid working – typically we expect this to be at least 2 days per week in the office. Regular in-person events are scheduled through the year including staff away days, training, and socials.

Role Summary

The Head of Digital & Information will lead Fairtrade Foundation's ambition to make data, information and technology strategic assets that strengthen our impact, influence and organisational effectiveness.

With data at the heart of the portfolio, the role will set a bold, future-facing vision for how Fairtrade collects, governs, connects, analyses and uses information.

The role will build the data capabilities, platforms and culture needed to generate insight, improve decisions and demonstrate impact, including leading the development of a data-literate culture in which colleagues at every level have the confidence, skills and fluency to engage critically, ethically and effectively with data.

The postholder will ensure this ambition is underpinned by secure, resilient, integrated and scalable technology infrastructure. They will provide strategic oversight of core systems, architecture, cyber security, information management and outsourced IT services, ensuring that Fairtrade has strong foundations for innovation and growth.

This is a role for a visionary and credible technology leader who can combine strategic imagination with delivery discipline. They will champion technology for good, identify the responsible potential of AI, automation and emerging technologies, and translate future possibilities into practical value for colleagues, partners, businesses, producers and workers.

Working across Fairtrade Foundation and the wider global Fairtrade system, the role will build confidence, capability and shared ownership, moving the organisation from fragmented systems and manual workarounds towards connected data, trusted insight and technology-enabled ways of working.

Role Responsibilities

Data, Digital and Information Leadership

- Define and evolve a clear, ambitious digital and information strategy aligned to the Foundation's mission, impact goals and organisational strategy; establishing data as a strategic asset for mission delivery, decision-making, innovation and organisational learning.
- Champion a test-and-learn mindset-embedding experimentation, iteration and adaptation in how the organisation designs and deploys digital and technology solutions.
- Ensure technology and data decisions support long-term sustainability, value for money and alignment with the global Fairtrade digital ecosystem.
- Lead the development of a data-literate organisational culture, setting a clear ambition for the knowledge, skills and behaviours colleagues and leaders need to engage confidently, critically, ethically and effectively with data.
- Design and implement a structured, inclusive programme to build data literacy and fluency across the organisation, working with leaders and teams to assess capability needs, provide targeted learning and practical support, embed learning in day-to-day work, and measure improvements in confidence and capability.
- Build the capability of leaders and managers to model evidence-informed decision-making, ask effective questions of data, interpret insight appropriately and create the conditions for their teams to develop greater data confidence.
- Champion accessible and inclusive approaches to data, insight and visualisation, enabling colleagues with different roles, starting points and learning needs to participate confidently in a data-informed culture.

Data and Technology Architecture and Delivery

- Lead the development of an integrated data ecosystem that connects operational, financial, commercial, audience, programme and impact information.
- Lead the development of secure, resilient, integrated and scalable technology infrastructure and architecture that supports effective data flows, automation and future innovation.
- Own the data architecture, platforms, governance and technical infrastructure that enable the organisational impact framework, evidence needs and external data offer, working in close partnership with the Head of Impact & Insights, who owns their design, interpretation and application.
- Coordinate and leverage Fairtrade global system-owned platforms, aligning closely with global system owners to ensure FTF cooperation and avoid duplication
- Own the organisation's approach to outsourced IT management and support-ensuring strong service quality, contract performance and value for money.
- Work with IT provider to maintain Cyber Essentials Plus accreditation.
- Own and lead organisational disaster recovery plan.

Data Governance, Security and Compliance

- Own organisational data governance policies, standards, controls and compliance (GDPR) ensuring organisational understanding of risk management and escalation, defining roles, decision rights and accountability of our data.

- Establish standards, policies and processes that support enabling, ethical, innovative and responsible use of data and AI.
- Establish clear ownership, accountability and decision rights for data across the organisation, embedding effective stewardship rather than positioning data as solely the responsibility of the digital team.
- Embed data governance through systems, data-quality frameworks, clear standards, monitoring and proportionate technical controls, supported by practical guidance, learning and ongoing capability-building that enable teams to understand and fulfil their responsibilities

Line / Team Management

- Line manage, coach and develop your team, to create a high-performing, empowered team that is committed to our mission.
- Be responsible for the performance, behaviour and standards of both you and your team, working with leaders and managers across the Foundation to create a team culture that reflects our values of respect, integrity, accountability and partnership.
- Be accountable and take responsibility for ensuring that key policies and procedures are followed within your team and proactively address issues and concerns, seeking advice as needed.

Organisational Contributions

- To centre Fairtrade's mission in your decisions and actions, centring the voices and needs of producers and the communities we serve.
- To proactively support organisational fundraising efforts in ways that are appropriate to your role.
- To proactively support and drive organisational transformation initiatives
- To proactively champion and embed anti-oppressive practice into your work that reflect and strengthen Fairtrade's values and mission.
- Actively share your knowledge and be open to learning and feedback from your colleagues to foster a collaborative, inclusive and high-performing working culture, while taking ownership of your own growth, performance, and contribution to our mission.
- Role model Fairtrade's values by meeting your responsibilities under key organisational policies, ensuring your behaviour reflects fairness, integrity, accountability, and partnership. These policies include Equality and Diversity, Dignity at Work, Safeguarding, GDPR, and Health and Safety.
- To proactively use organisational resources wisely, making cost conscious decisions, minimising waste, and maximising impact against our priorities.
- To contribute flexibly to organisational priorities by undertaking other duties, consistent with the purpose and level of the role, as reasonably required.

Knowledge

Essential = must-have on Day 1. Desirable = nice-to-have or can be developed.

Essential	Desirable
Significant experience setting and delivering a long-term technology and data vision that drives organisational impact.	Experience working internationally or within federated global systems.
Sufficient understanding of technology infrastructure, architecture, cloud services and cyber security to provide credible	Experience in a non-profit, NGO or mission-driven organisation.

Essential	Desirable
strategic oversight and experience managing outsourced IT services or third-party technology delivery partners.	
Ability to articulate a bold future vision and translate it into investment priorities, delivery roadmaps and measurable outcomes.	
Strong experience of data architecture, governance, quality, platforms, integration and analytics, alongside strong knowledge of GDPR, security, compliance and risk management.	
Strong understanding of AI, automation and emerging technologies, including their responsible and practical application.	
A track record of turning data and technology into organisational and mission value.	
Significant experience of developing and implementing an organisation-wide data literacy or capability-building approach, translating different levels of need into practical learning, support and behaviour change	

Skills, Competencies and Qualities

Essential = core to performing this role from the outset. Desirable = an advantage or developable.

Essential	Desirable
Deep knowledge of current AI, automation and digital platform trends and their practical application.	French or Spanish language skills for global collaboration.
Ability to assess emerging technologies critically and translate them into responsible, practical and mission-led opportunities	Experience with data visualisation tools (Power BI, Tableau or similar).
Excellent communication skills-able to translate complex technical topics into clear, accessible language for diverse audiences, building strong internal and external working relationships.	Salesforce certifications or equivalent.
Highly organised, autonomous and able to manage competing priorities.	

Essential	Desirable
Ability to analyse and improve organisational systems, processes and cross-team working.	
Skilled at leading data teams through ambiguity and change with empowerment and clarity.	
Skilled at building data confidence and fluency among non-specialist audiences, using accessible communication, facilitation, coaching and practical learning approaches to achieve sustained behaviour change.	

Safeguarding Statement:

At Fairtrade we are committed to the safeguarding and protection of children & vulnerable adults in our work.

Review Arrangements

This Job Description reflects the role at the date it was prepared. Duties may evolve over time, and the Fairtrade Foundation will revise it as needed, consulting with the postholder as appropriate.

Key Benefits

At Fairtrade Foundation, we offer a range of benefits, which are detailed below.

Benefits offering at the Fairtrade Foundation				
Health and Wellbeing	Benenden Healthcare for NHS waiting times	Flu jabs and eye care tests paid for	Employee assistance programme with free confidential external advice and counselling for family members too	
Time away	25 days of annual leave which increases up to 30 days after 5 years' service	3 days office closure over Christmas	Wellbeing time off	Option to buy or sell annual leave days
Career	Learning and Career growth opportunities		Study support for professional qualifications of up to 50% paid for and loans for personal payments	
Work/life balance	Enhanced family leave policies		Flexible working options	
Additional support	Season train ticket loans	Bike loan scheme for purchase of new bike	Social and Employee Networking	
Retirement / pension	Up to 10% Employer top up contribution			

Our Commitment to Diversity & Inclusion

The Fairtrade Foundation is committed to eliminating discrimination and encouraging diversity amongst its workforce. The Foundation aims to have a workforce that is representative of all sections of society and for all employees to feel respected and able to give of their best. We support the creation of an environment in which individual differences and the contributions of all staff are recognised and valued.

We are committed to increasing diversity and inclusion within our organisation. This means reflecting critically on issues of diversity and inclusion within all that we do, identifying and taking appropriate actions to reduce inequality, and welcoming challenge.

We welcome applications from anyone regardless of disability, ethnicity, heritage, gender, sexuality, religion, socio-economic background, or other difference.

We are committed to inclusive working practices, and during the application process we commit to making any reasonable adjustments that you may need to submit an application or participate in an interview. Please let us know if there are any adjustments we can make by emailing jobs@fairtrade.org.uk.

How to apply

To apply for this role, please complete the application form on our jobs page. As part of this, please include a copy of your up-to-date CV, and your responses to the following questions, which are contained within the application form:

1. Fairtrade's work is rooted in empowering producers and workers and our values of integrity, accountability, respect, and partnership. What is it about our mission that motivates you, and how do you see yourself contributing to it in this role?
2. Tell us about a time when you led a multidisciplinary data, digital or technology team through significant change. How did you create clarity, accountability and an inclusive, collaborative culture, and what difference did your leadership make to the team and the wider organisation?
3. 2. Tell us about a time when you developed or significantly improved an organisation's data strategy or data ecosystem. What were the key challenges, what did you personally lead, and how did the work create measurable organisational or mission value?

We use your responses to these questions and your CV as the basis for shortlisting against the role description and the person specification. As part of this, we are looking for the ways in which you experience, skills and potential met the requirements of the role. Please do feel free to include experiences from outside of paid roles you have had, for example from volunteering or education, or other areas where you have gained skills that you feel will support you to thrive and do your best work in this role.

The closing date for applications is **16 October 2026**.

For information about how we use and store your data under the General Data Protection Regulations (GDPR) 2018, please refer to [our privacy policy](#).

Please note that this role may be subject to a DBS check.