



FAIRTRADE

# **INDUSTRY MARKETING ASSOCIATE**

**INFORMATION PACK**

**SEPTEMBER 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

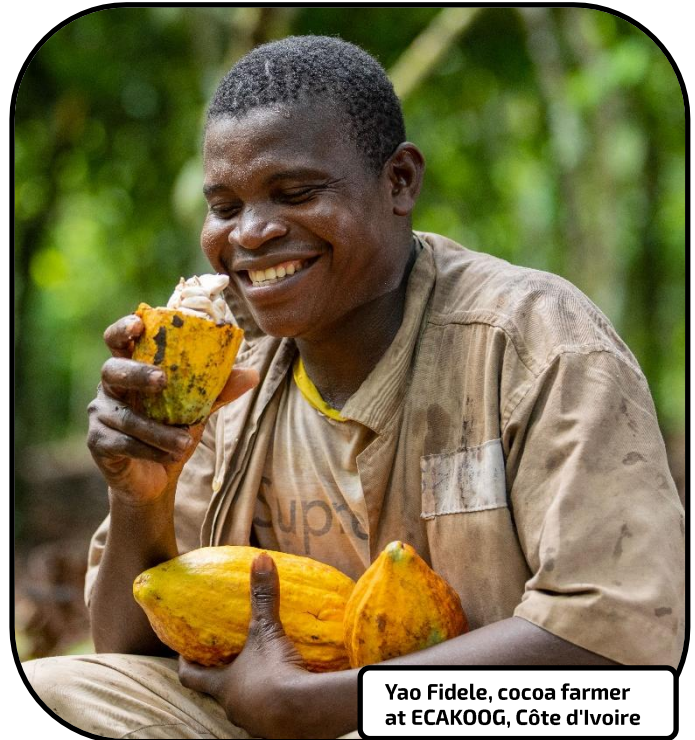
Our mission is to connect disadvantaged producers and consumers, promote fairer trading conditions and empower producers to combat poverty, strengthen their position and take more control over their lives.

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:          | Industry Marketing Associate                                                                              |
| Team:           | Marketing                                                                                                 |
| Reports to:     | Senior Partner & Industry Marketing Lead                                                                  |
| Direct reports: | None                                                                                                      |
| Salary:         | £22,210 a year plus benefits                                                                              |
| Contract:       | Permanent                                                                                                 |
| Working Hours:  | 21 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 Industry Marketing Associate supports the delivery of Fairtrade's industry-facing communications and marketing activity across owned channels and external platforms.

This role plays a key part in positioning Fairtrade as a credible, trusted partner to businesses - supporting the development of targeted B2B content, campaigns and events that engage existing and prospective industry partners.

Working closely with the Senior Partner & Industry Marketing Leads and the digital team, the postholder ensures that Fairtrade's industry communications are clear, consistent, insight-led and aligned to business development priorities.

B2B communications are central to how Fairtrade engages current and prospective commercial partners. As regulatory expectations increase and businesses face growing pressure on supply chain risk, resilience and sustainability, Fairtrade must communicate a clear and compelling value proposition to industry audiences.

The Industry Marketing Associate supports this by delivering high-quality, targeted marketing activity across channels - ensuring Fairtrade's messaging is relevant, differentiated and effective in supporting partnership growth.

## Role Responsibilities

Industry Communications and Marketing Delivery

- Support the development and delivery of B2B communications and marketing plans across Fairtrade's owned channels, including website, email, LinkedIn and webinars.
- Coordinate activity across channels to ensure consistent messaging, strong audience targeting and alignment with partnership and business development priorities.
- Support delivery of external industry-facing events and platforms, ensuring high-quality execution and clear positioning of Fairtrade.

### Content Development and Campaign Execution

- Produce and coordinate B2B content, including webpages, case studies, thought leadership, email campaigns, LinkedIn content and webinar materials.
- Work closely with the digital team to ensure content is channel-appropriate, on-brand and optimised for performance.
- Support the development of content that clearly communicates Fairtrade's value proposition to business audiences.

### Positioning and Messaging

- Translate Fairtrade's strategic positioning into clear, compelling communications for industry audiences.
- Support the development of messaging that positions Fairtrade as:
  - A leader on supply chain risk, resilience and sustainability
  - A credible response to regulatory and due diligence requirements
  - A differentiated certification and ethical sourcing partner.

### Performance and Insight

- Monitor and report on the performance of B2B marketing activity across key channels.
- Use data and insight to support optimisation of messaging, content and channel strategy.
- Work with the digital team to grow reach and engagement across LinkedIn, B2B email and website content.

### 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                                                                                |
|-------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------|
| Experience in marketing, communications and content development (B2B focus)               | Knowledge of Fairtrade, ethical trade or sustainability communications.                  |
| Experience creating and coordinating content across digital channels (web, email, social) | Experience supporting webinars, events or external industry engagement                   |
| Strong written and verbal communication skills                                            | Understanding of diversity, equity and inclusion considerations in ambassador selection. |
| Ability to manage multiple workstreams and deliver to deadlines                           | Familiarity with Salesforce or other CRM systems                                         |

## Skills, Competencies and Qualities

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

| Essential                                                                                | Desirable |
|------------------------------------------------------------------------------------------|-----------|
| Commercially aware - understands the needs and motivations of business audiences         |           |
| Clear communicator - able to translate complex ideas into accessible, compelling content |           |
| Organised and delivery-focused - manages multiple tasks and deadlines effectively        |           |
| Collaborative - works effectively across marketing, digital and commercial teams         |           |
| Detail-oriented - ensures accuracy, consistency and quality across outputs               |           |

## 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](mailto: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. Fairtrade's success depends on attracting new businesses to work with us. Give an example of when you developed and delivered a marketing activity to communicate your organisation's unique value proposition to prospective customers, partners or stakeholders.
3. Industry marketing audiences are facing a rapidly changing external landscape, including increasing expectations around sustainability, human rights due diligence and new regulations. Given an example of when you developed marketing content, a campaign, or resources to respond to a policy or regulatory change in the external market.

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 **18 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.