



FAIRTRADE

SENIOR CAMPAIGNS LEAD

INFORMATION PACK

AUGUST 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:	Senior Campaigns Lead
Team:	Campaigns
Reports to:	Head of Campaigns
Direct reports:	Campaigns and Fundraising Lead
Salary:	£52,961 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 Senior Campaigns Lead is responsible for the development of Fairtrade's campaign actions, mechanics and grassroots mobilisation activity - designing and delivering the strategies and activities that build public support for fairer global trade and strengthen Fairtrade's movement power. This role is the creative and strategic engine of Fairtrade's campaigning work: the postholder develops the approaches that move people from awareness to action, with a particular focus on reaching and engaging younger audiences and sustaining public support for Fairtrade's advocacy priorities.

This is a senior role that combines strategic vision with hands-on delivery, line managing the Campaigns and Fundraising Lead and working closely with influencing, media and brand colleagues to ensure Fairtrade's mobilisation work offline and online is well-integrated, well-resourced and genuinely powerful.

Role Responsibilities

Campaign Strategy and Design

- Lead the design and delivery of Fairtrade's action strategies, developing effective digital and offline mobilisation approaches that increase participation and action from the UK public, particularly younger audiences.

- Support the Head of Campaigns in shaping the Foundation's overarching campaigning strategy, ensuring coherence between organisation goals (including anti-oppression goals), campaign design, advocacy goals and movement building priorities.
- Develop offline and online mechanics, activities, messaging and resources that make it easy and compelling for supporters to take action and deepen their connection to Fairtrade.

Mobilisation and Movement Building

- Design and oversee mobilisation activity that grows Fairtrade's grassroots supporter base and drives sustained public engagement in support of Fairtrade's advocacy priorities.
- Contribute to stakeholder management, engagement, partnerships and coalition building, including oversight of the Fairtrade National Campaigner Committee.
- Sustain ongoing public engagement through creative, innovative, insight-led approaches that respond to how people want to be involved in campaigns today.
- Support with setting and analysing KPIs, objectives and metrics that drive and show impact

Cross-Team Integration

- Work closely with influencing, policy, media and brand colleagues to drive change in partnership with businesses, government and civil society, ensuring campaign activity is well-aligned with Fairtrade's wider communications, advocacy and influencing work.
- Collaborate with the Influencing and Media team on campaigner activation opportunities towards advocacy targets linked to political opportunities and parliamentary moments, ensuring grassroots power is connected to political advocacy.

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 designing and delivering public campaigns in a civil society, NGO or advocacy context.	Knowledge of Fairtrade, trade justice or ethical trade. Knowledge of anti-oppression approaches to campaigning on global issues.
Track record of growing, sustaining and diversifying campaign participation, particularly through creative digital mobilisation.	Experience working with grassroots campaign networks or movement organisations.
Experience developing offline and online campaign strategies that connect public action to policy or advocacy goals.	Understanding of youth engagement and youth partnerships
Experience line managing or mentoring campaign colleagues.	Experience working with national campaigner committees or equivalent volunteer networks.

Skills, Competencies and Qualities

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

Essential	Desirable
Creative campaign thinker — designs approaches that inspire and mobilise diverse audiences.	Event Management
Strategically grounded — connects campaign design to advocacy goals and ensures mobilisation has political purpose.	Volunteer management
Collaborative — works effectively across campaigns, influencing, media and brand to coordinate campaign activity.	
Data literate — uses insight and evaluation to continuously improve campaign effectiveness.	
Experience of working in an anti-oppression organisation and delivering campaigns in support of anti-oppression goals.	
Committed to trade justice and global solidarity as a genuine personal and professional motivation.	
Experience with campaign digital tools and mobilisation platforms ideally Salesforce and Engaging Networks	
Experience in offline activities such as workshops, event stalls, petition hand-ins and campaign stunts	

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 campaign you have developed that was designed to influence a specific decision-maker or achieve a particular political change. How did you develop the strategy, decide what would move your audience to action, and work collaboratively with others to influence your target and achieve your goal?
3. Fairtrade wants to inspire more young people to care about the issues behind global trade and become active campaigners for change. How would you approach developing a campaign or activity that would engage a younger audience who may not currently see Fairtrade as relevant to them, and motivate them to take action? Please give an example of where you have successfully engaged a new or harder-to-reach audience through a creative online or offline activation

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 **10th September 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.