



FAIRTRADE

SOCIAL MEDIA SPECIALIST

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

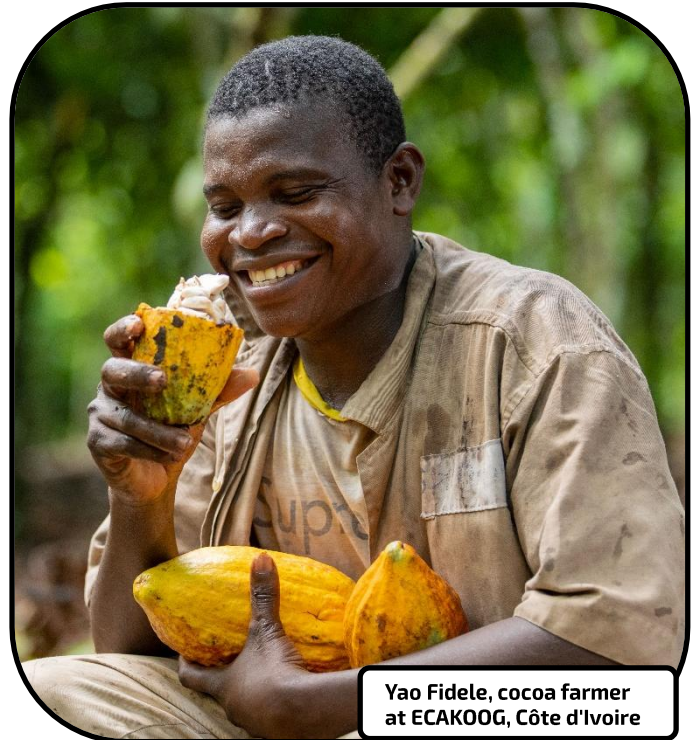
Our mission is to connect disadvantaged producers and consumers, promote fairer trading conditions and empower producers to combat poverty, strengthen their position and take more control over their lives.

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:	Social Media Specialist
Team:	Marketing
Reports to:	Head of Marketing
Direct reports:	None
Salary:	£42,939 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 Social Media Specialist creates and publishes the content that brings Fairtrade to life across its social channels, producing high-quality, native, platform-specific content that drives reach, engagement and action.

This is a creative, fast-paced role that combines content creation with social media management: the postholder creates thumb-stopping static and video content, manages community engagement and identifies opportunities to tap into trending moments and news cycles in a way that feels distinctively Fairtrade.

The Social Media Specialist should be confident on camera and excited about creating short-form video, motion and static content which regularly goes viral.

Role Responsibilities

Content Creation

- Create high-quality, socially native content tailored to each platform - including static and video assets and written copy - using tools such as Canva, Premiere Pro, Adobe Suite and CapCut.
- Conceptualise, pitch, produce and edit content that drives viral reach, engagement and action, aligned to Fairtrade's campaign messaging, priorities and audience interests.
- Regularly identify and respond to news cycle opportunities, hooks and trending themes, sounds and formats with timely, engaging social media content.
- Deliver on-camera content with clarity, confidence, and personality
- Develop content frameworks and recurring formats for scalable production

Social Media Management

- Lead day-to-day social media management across priority platforms - planning, scheduling, publishing, community management and performance monitoring.
- Manage strategic relationships with digital creators, briefing and refining their content to ensure alignment with Fairtrade's digital strategy and KPIs.
- Plan, post and manage paid social media ads across key platforms (Tiktok, Meta and LinkedIn) to ensure ROI and delivery against key metrics

Performance and Insight

- Track analytics and test new formats continuously, using insight to improve content performance and feeding learning back into planning and creative development.
- Maintain strong brand and editorial standards, applying tone of voice, visual identity and inclusive language guidelines across all 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
Demonstrable experience creating viral social media content across multiple platforms, with a strong understanding of trends, formats and algorithm-optimised tactics.	Knowledge of Fairtrade, sustainability or NGO communications.
Strong video production skills, including filming, editing and post-production. High creative energy with fast execution speed	Experience as a digital creator, growing an account with engaging content – ideally focused on a social justice focused topic
Proven ability to grow social media reach and engagement through creative, insight-led content.	
Strong proficiency in relevant content creation tool including: Canva, Adobe Suite, Premiere Pro and CapCut	
Strong on-camera presence - confident, charismatic, and clear	
Trained in paid social amplification and content boosting. (with relevant certification)	

Skills, Competencies and Qualities

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

Essential	Desirable
Social media and content obsessed – passionate about the latest trending topics and formats, with a finger on the pulse every day.	
Genuinely creative - produces content that feels fresh, platform-native and compelling.	
Fast and adaptable - responds to trends and news cycle opportunities quickly and with good editorial judgement. Able to turn around on-brand content very quickly.	
Data-driven - uses analytics to understand what works and continuously improve content.	
Brand-consistent - applies Fairtrade's tone of voice and visual identity with care and consistency.	
Mission-connected - communicates about Fairtrade's purpose with genuine conviction.	

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. Fairtrade has an ambition to deepen engagement with our social media communities. Give an example of how you've grown social media following and engagement for an account talking through what the account was, the steps you took and the measurable results you delivered?
3. Fairtrade wants to be part of the conversations people are already having online. Give a few examples of when you have spotted a trend, news story or cultural moment and turned it into timely social content. How did you decide whether it was right for your brand, and what was the outcome?

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 **9th 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.