FAIRTRADE

LICENSING ASSOCIATE

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 ECAKOOG, 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:	Licensing Associate
Team:	Licensing
Reports to:	Senior Licensing Lead / Licensing Lead
Direct reports:	None
Salary:	£37,017 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 Licensing Associate is a role, that engages with Fairtrade partners with most frequently, and it is consistently recognised as a key differentiator between Fairtrade and its competitors. The quality of this role defines the partner experience and, through that, the integrity of the FAIRTRADE Mark across thousands of certified products in the UK market.

This is a role for someone who is expert at managing partner experience, with the goal of maximising Fairtrade's impact., responsive and genuinely service-oriented - You will find constructive solutions for licensees navigating the complexity of Fairtrade Certification, and sustainable business practice in general. You will also need to welcome and embrace change as the function will be entering a period of operational transformation and digital efficiency, with a clear mandate to evolve and improve the licensing journey through better processes, systems and automation.

Role Responsibilities

Partner Experience

- Implementing the business experience of the licensee 'long tail' and identifying possibilities for platforming, developing and expanding their Fairtrade commitments, supporting the wider Fairtrade 'partner pathway'.

Licensee Service and Enquiry Management

- Serve as a primary point of contact for licensee enquiries - triaging, prioritising and responding to new business and operational queries within agreed service timescales.

- Explain Fairtrade licensing requirements, certification principles and product feasibility clearly and accessibly to a wide range of licensee contacts.
- Handle operational enquiries and issues for assigned accounts with patience, professionalism and a solution-focused approach.

Onboarding and Product Management

- Lead the end-to-end onboarding of new licensees - supporting due diligence, licence agreements, product schedules, fee setting, welcome communications and Fairtrade system training.
- Lead on operational management of major partners across brand and retail, proactively creating solutions for, and pre-empting risks to, partner relationships.
- Review and approve product registrations, recipe exceptions and on-pack artwork - ensuring all products carrying the FAIRTRADE Mark meet the prescribed licensing and compliance standards.
- Maintain accurate, up-to-date CRM and system records across all assigned licensees - ensuring audit-ready documentation and escalating risks appropriately.

Sales Reporting and Compliance

- Support licensees to submit accurate monthly, quarterly and annual sales reports on time - providing guidance, chasing outstanding submissions and escalating persistent non-compliance to the Senior Lead.
- Monitor compliance across assigned accounts, identifying issues and supporting licensees to take corrective action constructively and promptly.
- Action warning and termination processes where required and escalate to the Senior Lead where necessary, maintaining accurate records and clear communications throughout.
- Identify day-to-day data quality issues with partners, resolving where possible, and escalating to data and quality specialist where critical.

Knowledge and Growth

- Build and maintain current knowledge of Fairtrade licensing requirements, product categories and commodity supply chains - acting as an internal resource for colleagues across the Foundation and wider Fairtrade system.
- The role will also provide broader administrative support across the directorate on an adhoc basis as required.

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 a B2B customer service, licensing, compliance or operational role.	Experience in a compliance, certification or licensing context.
Demonstrable ability to manage high volumes of detail-intensive work accurately and on time.	Knowledge of Fairtrade licensing requirements or similar certification standards.
Strong written and verbal communication skills - able to explain complex requirements clearly and accessibly.	Understanding of FMCG supply chains or product labelling requirements.
Experience using CRM systems and managing customer records electronically.	Experience in a global or multi-stakeholder organisation.

Skills, Competencies and Qualities

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

Essential	Desirable
Precise and reliable - manages detail-critical work with a high degree of accuracy and consistency.	Interest in sustainable supply chains, ethical trade or international development.
Service-oriented - builds positive licensee relationships through responsiveness, expertise and a constructive approach.	Knowledge of graphic applications or print processes relevant to on-pack FAIRTRADE Mark compliance.
Resilient under pressure - handles challenging queries and difficult conversations with patience and professionalism.	
Well-organised - manages a diverse workload across multiple accounts without losing track of priorities or deadlines.	
Curious and keen to learn - builds knowledge of licensing, commodities and Fairtrade standards proactively.	

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. Describe a time when you were responsible for managing a high volume of detailed, commercially sensitive information where accuracy was critical. How did you organise your work, manage risk, and ensure deadlines were met?
3. Describe a situation where you had to work across teams or with external partners to deliver a shared objective. How did you manage competing priorities or perspectives?

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 **10 November**.

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.