

**Business Development Officer**  
**£33,366 per annum**  
**35 hours per week**  
**Hybrid with primary office located in**  
**Oxfordshire**



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## **OUR VISION**

As the largest women's organisation in the UK, we aim to offer women the best opportunity to make an impact in their communities and to make change on the issues that matter to them. We have a long track record of successfully campaigning for change at local, national and international level on everything from violence against women to climate change and microplastic pollution. We also offer women the chance to come together, to learn new skills and build social connections wherever they live.

The NFWI (National Federation of Women's Institutes) strategic vision sets out an ambitious plan to drive our organisation forward for the future by growing our membership, reaching more women and making a positive impact in communities across the UK. The vision statements are as follows:

**We aim to be an organisation of choice for all women, building on our past successes and the strength of our current membership and influence to ensure a sustainable and strong future for the WI.**

### **Vision statement 1: Bold and Inspiring**

We will be a bold voice representing all women and the communities in which they live.

### **Vision statement 2: Growing and Relevant**

We will work together to continually promote the achievements of our organisation, reach more women and grow our membership.

### **Vision statement 3: Inclusive**

Our membership will reflect our local communities and we will represent women from all backgrounds through the work we do.

### **Vision statement 4: Flexible**

We will remove any practical barriers to women supporting us by offering flexible ways they can engage with what we do.

## **OUR VALUES**

The WI is based on the ideals of fellowship, truth, tolerance and justice. With our original roots in rural and agricultural communities, we now embrace the interests of

women in both rural and urban communities. All women who are interested in the values and purposes of the WI may join.

## **OUR PURPOSE**

The main purposes of the WI are:

- to advance the education of women and girls for the public benefit in all areas including (without limitation):
  - local, national and international issues of political and social importance;
  - music, drama and other cultural subjects; and
  - all branches of agriculture, crafts, home economics, science, health and social welfare;
- to promote sustainable development for the public benefit by:
  - educating people in the preservation, conservation and protection of the environment and the prudent use of natural resources; and
  - promoting sustainable means of achieving economic growth and regeneration;
- to advance health for the public benefit; and
- to advance citizenship for the public benefit by the promotion of civic responsibility and volunteering.

The WI seeks to give women the opportunity of working together through the WI in their communities, of developing their capacity and skills, and of putting into practice those ideals for which the WI stands.

## **INFORMATION ABOUT THE NFWI**

The WI was originally formed in 1915 with two clear aims: to revitalise rural communities and to encourage women to become more involved in producing food during the First World War. Since then our aims have broadened a little and we are now the largest women's organisation in the UK. We currently have over 180,000 members in 5,500 WIs.

Membership is open to all women who have reached the Age of Majority and meetings are held in workplaces, village halls and pubs in towns, cities and villages.

We also offer the option to join our movement without becoming a member, by giving a donation to become a WI Supporter or WI Supporter Plus. Our Supporter options are an opportunity to support our causes and campaigns, and be kept in the loop about all things WI.

## **THE STRUCTURE AND FRAMEWORK OF THE NFWI**

### **Structure**

Each WI is self-governing within the framework of the WI constitution and rules, and belongs to one of 69 federations – each with a regional office. The WIs and

federations make up the National Federation. Each level of the organisation is run by a committee of elected members. The NFWI Board of Trustees is democratically elected every two years by WI members. The national head office is in London, but there are also offices in Cardiff and Oxfordshire.

## **Campaigns**

Members democratically decide all campaigning issues through a process that is unique for a modern campaigning organisation. Every year members submit resolutions to a selection process where the most popular suggestions are put to the vote at the Annual Meeting. If members support these resolutions, they become mandates and form the basis of campaigning activities in the years ahead.

The NFWI has been campaigning since 1918 on issues that include domestic violence (1975), equal pay (1943), AIDS (1986), breast cancer screening (1975), oil pollution (1927), renewable energy (1977) and family planning (1972). Most recently we have passed resolutions on autism and ADHD in women and girls, and awareness of the symptoms of ovarian cancer.

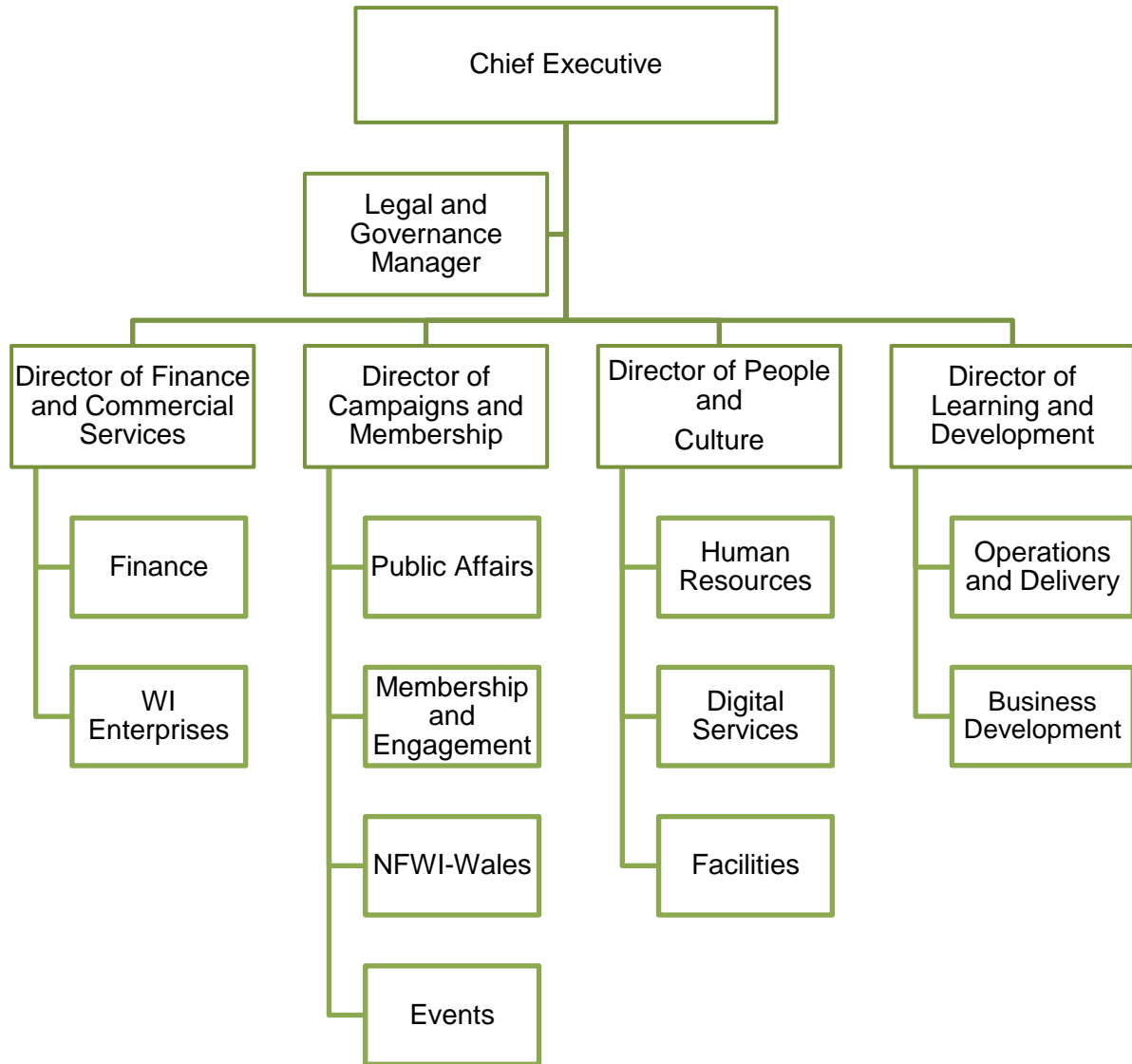
The NFWI is a founding member of Keep Britain Tidy, the Fairtrade Foundation and The Climate Coalition.

## **Funding and WI Enterprises Ltd**

WI Enterprises Ltd (WIE) is the trading company of the NFWI. It exists to raise revenue for the NFWI. The majority of NFWI income is from annual subscriptions. Other sources of revenue include grant-making bodies, educational trusts, commercial sponsors and investments.

### NFWI staffing structure

The NFWI has approximately 40 staff across three sites, in London, Wales and Oxfordshire.



## Learning and Development

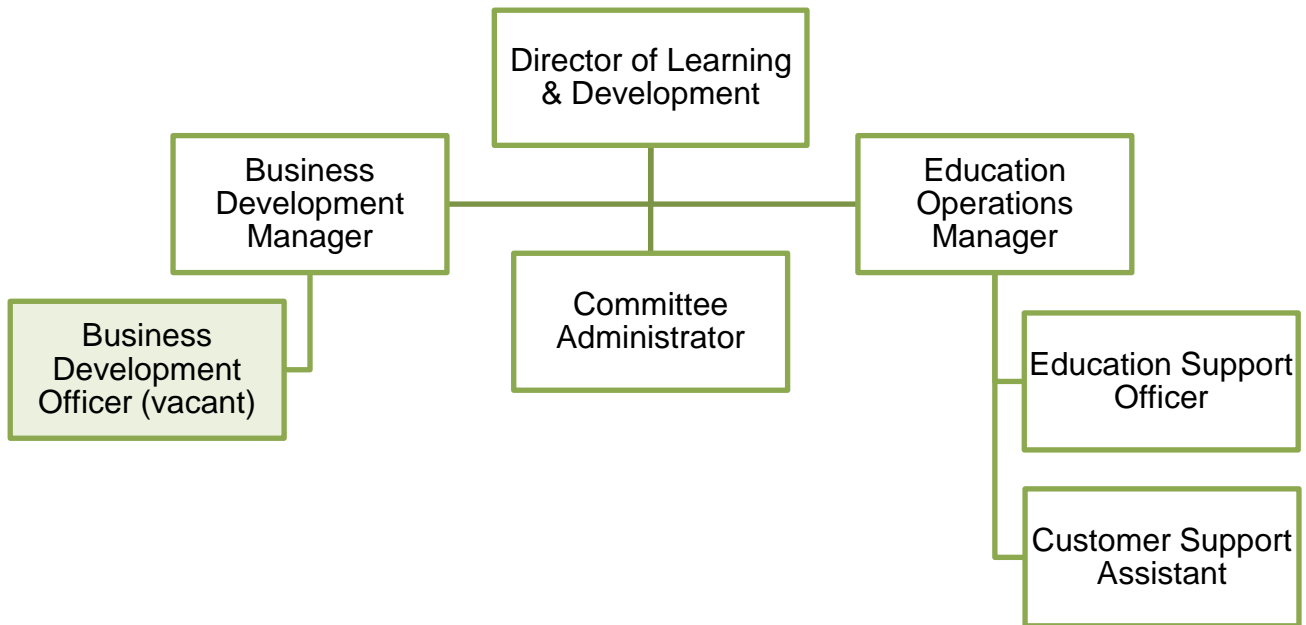
The Learning and Development directorate is responsible for the provision of high quality learning opportunities for members, working alongside our charitable partners Denman Trust to ensure that the NFWI achieves its objective of advancing the education of women. The directorate consists of two teams- Operations and Delivery manages the development, design and delivery of educational programmes offered by the NFWI and Denman Trust; and Business Development which leads on the growth of new and existing programmes, as well as actively promoting the both NFWI and Denman Trust through partnership opportunities.

### The WI Learning Hub

As an educational charity, learning is at the heart of the WI. The provision of education through the Denman Trust enabled the launch of the WI Learning Hub in January 2024, an online learning platform which offers free, nationally available courses within an accessible and inclusive environment to everyone. The WI Learning hub is an open and welcoming space for all (although WI Members have the added benefit of accessing the majority of courses for free), with the freedom and control to learn anywhere. The Hub is based on 4 key principles and offers a learning journey that is accessible, flexible and inclusive; empowering all women and girls to reach their goals, regardless of their learning adventure:

- 1) To offer a variety of accessible and inclusive learning experiences, reflective and relevant to women at all stages of life.
- 2) To provide a flexible learning pathway that propels women into pursuing their passion, skills or academic goals, empowering women to increase their self-worth, confidence and reach their full potential.
- 3) To be a bold leading force in making learning and development convenient, safe and attractive for women, expanding knowledge and understanding both within the WI and society.
- 4) To grow a modern, non-judgmental and inspiring learning environment which captures interest and elevates knowledge, skills and confidence for all women.

## Learning and Development Structure



## **JOB DESCRIPTION**

**Job Title:** Business Development Officer

**Department:** Learning and Development- Business Development

**Location:** Hybrid working with primary location in Abingdon –  
The Lambourn, Wyndyke Furlong, Abingdon, Oxon, OX14 1UJ

**Organisation:** National Federation of Women's Institutes (hereafter referred to as the NFWI) and the Denman Trust

*N.B. This role is jointly funded between NFWI and the Denman Trust, split 50%/50% between the two charities.*

**Reports to:** Business Development Manager

**Responsible for:** N/A

### **Main Functions**

- Manage and maintain business relations with partners and external providers.
- Support the design, delivery and growth of a long-term programme of educational activities and opportunities, which are bespoke to the NFWI and Denman Trust and supports raising the profile of the WI.

### **Principal Responsibilities**

#### Manage and maintain business relations with partners and external providers.

- Develop and maintain positive and constructive relationships with partners, collaborators and stakeholders.
- Work collaboratively and communicate clearly with members, colleagues and partners to monitor engagement and respond to feedback received.
- Provide support and guidance to working groups associated with the business development.

Support the design, delivery and growth of a long-term programme of educational activities and opportunities, which are bespoke to the NFWI and Denman Trust and supports raising the profile of the WI.

- Support the research and planning of an educational programme that remains relevant to existing WI members, whilst also raising the organisation's profile amongst new audiences.
- Contribute to the design, growth and promotion of a comprehensive educational programme.
- Manage project plans alongside the Business Development Manager and ensure that deadlines, budgets and quality measures are met.
- Work with the Education Support Officer to ensure that activities and projects are embedded into the education programme for the NFWI and Denman Trust, and that consistency in delivery is maintained.
- Work together with the Education Support Officer and PR Officer to create and implement an effective marketing strategy to maintain relevant and up-to-date social media content, promoting all learning opportunities to internal and external audiences (where appropriate), taking full advantage of newsletters and online platforms to expand audience reach.
- Support the Business Development Manager in conducting market research, analysis and gathering feedback to ensure that both the NFWI and Denman Trust remain at the forefront of their charitable educational aims, to identify areas for improvement and development, new opportunities and audiences.
- Ensure that all material, content and imagery is presented to a high standard, in line with the NFWI Style Guidelines, maintaining consistent messaging across the NFWI and Denman Trust channels.
- Work together with the Committee Administrator to ensure all materials, information and relevant reports are prepared on time and in accordance with NFWI policies and practices.
- Meet all relevant internal and external compliance and client requirements (financial, HR, quality management, regulatory etc.) across the programme, to ensure the organisation and all its contractors operate legally (contractual paperwork), with integrity, and in a way that manages risk effectively.
- Ensure safeguarding best practice is followed to ensure the safety, protection and wellbeing for all members, participants, partners, collaborators and stakeholders.

*This is a summary of the main activities of the role and this post requires flexibility to undertake other duties not specified in this job description but compatible with the role or the department.*

*We pride ourselves on being one big team and expect all NFWI roles to provide occasional support in other areas of the business where skills are compatible.*



## PERSON SPECIFICATION

| <b>Qualities</b>                  | <b>Essential</b>  | <b>Desirable</b>   |
|-----------------------------------|---|--|
| <b>Experience/<br/>Interest</b>   | <ul style="list-style-type: none"> <li>• Experience of identifying, developing, and maintaining strong working relationships with stakeholders, partners and collaborators</li> <li>• Experience of project management including planning, monitoring and delivery</li> <li>• Experience contributing towards the design and delivery of a successful marketing strategy</li> <li>• Experience of conducting market research, and embedding learning into activities and projects</li> <li>• Experience of interpreting and using data gained from market research/analysis, including the use of Google Analytics</li> <li>• Interest in working for the WI</li> </ul> | <ul style="list-style-type: none"> <li>• Experience of working within a charity or public sector organisation</li> <li>• Experience of developing programmes within an educational setting</li> <li>• Experience of working with committees and a Board of Trustees</li> <li>• Experience of working with volunteers</li> <li>• Experience of working with and monitoring budgets</li> </ul> |
| <b>Education and<br/>Training</b> | <ul style="list-style-type: none"> <li>• Educated to A-Level or equivalent, or equivalent experience</li> </ul>   | <ul style="list-style-type: none"> <li>• Educated to degree level or equivalent</li> <li>• Qualification in business studies, project management, marketing, finance or equivalent experience</li> </ul>   |
| <b>Knowledge</b>                  | <ul style="list-style-type: none"> <li>• An understanding of each stage of project management from planning to delivery and aligning projects to organisational strategy</li> <li>• An understanding of current trends and interests relating to women of various demographics</li> </ul>   | <ul style="list-style-type: none"> <li>• An understanding of the WI</li> <li>• An understanding of the voluntary sector</li> </ul>   |

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|---|--|---|
|   | <ul style="list-style-type: none"> <li>• Knowledge and understanding of how social media platforms are used to increase engagement across internal and external audiences</li> <li>• Good knowledge of Microsoft Office, Teams and Zoom</li> </ul>   |   |
| <b>Skills/Abilities</b>   | <ul style="list-style-type: none"> <li>• Excellent communication skills – written and verbal</li> <li>• Confident working and communicating with people at all levels, with professionalism, tact and integrity</li> <li>• Excellent organisational skills and ability to meet deadlines</li> <li>• Attention to detail and the ability to work to a high standard and deliver accurate information</li> <li>• Ability to work both independently and as part of a team</li> <li>• Forward thinking with a willingness to generate ideas to further business development</li> <li>• Excellent administrative skills</li> </ul> | <ul style="list-style-type: none"> <li>• Excellent presentation skills including delivery, visual aids and meeting the objective of the presentation to a committee or Board</li> <li>• Research and analytical skills</li> </ul> |
| <b>Circumstances of the job</b>   |  |   |
| <ul style="list-style-type: none"> <li>• The salary is £33,366 per annum, which is NJC point 23 in the range 23-26 (Outer London).</li> <li>• We operate a hybrid working arrangement which includes: <ul style="list-style-type: none"> <li>○ Staff are required to work a <u>minimum of 1 day in their primary office</u> each week (agreed with the manager) but with ability to work up to 3 days a week in the office.</li> <li>○ Attendance at meetings, events and conferences to enhance performance or that fall within this role, are in addition to this.</li> <li>○ Managers can request you attend the office more often where there is a business need.</li> <li>○ Core hours are in effect, from 10am to 4pm, which means your hours must include this time but with flexibility to work between 8am and 6pm, both at home and in the office.</li> <li>○ There is a hybrid policy to support the new model, which is non-contractual and subject to change.</li> </ul> </li> </ul> |  |   |

- We are also open to other forms of formal flexible working requests from the outset as we have removed the statutory length of service requirement.
- Some attendance at meetings or conferences may occasionally require overnight stays unless they are digital.
- Evidence of right to work in the UK will be required before appointment.
- The selection process starts with a written application to explain your suitability for the role based on the job description and person specification and any ideas you have to enhance your application. The interview process will be in person, but please contact us if this is difficult for you.

*Thank you for your interest in working for the National Federation of Women's Institutes*

## SELECTION PROCESS

### How to apply

To apply for this role, **please submit a covering letter and your current CV**. In your letter you will need to explain why you are interested in the role and how your skills and experience make you a suitable candidate based on the job description and person specification.

**Please note that incomplete applications will not be considered.** If there is a reason you are unable to send a covering letter, please contact us the [HR team](#) as we will be happy to help.

Your completed application should be returned via email to the [HR team](#) by **midday on 24 October 2024**.

Applications after the closing date will not be considered.

Unfortunately we are unable to provide feedback on applications if not shortlisted for interview, therefore if you have not heard from us by **14 November 2024**, please assume that your application has been unsuccessful.

For further information on the NFWI refer to our website [www.theWI.org.uk](http://www.theWI.org.uk)

### Shortlisting of candidates

All applications will be measured against the person specification and job description as presented above.

### Interview process

Applicants that demonstrate their skills, experience and knowledge to a sufficient standard in their application will be invited to interview.

First-round interviews will be held on **5 November 2024**.

Following the first round of interviews, successful applicants will be invited to a second round of interviews, which will be held in-person at our Oxfordshire office on **7 November 2024**.

## FURTHER APPLICATION INFORMATION

### Qualifications

Candidates should be prepared to produce evidence of educational and professional qualifications claimed on their application form if required.

## **Salary**

The NFWI sets salaries in accordance with the National Joint Council (NJC). NJC negotiates a salary award each year payable from 1 October. All offers of employment will be made at the starting point on the scale.

The salary for this post is £33,366 per annum. This is NJC point 23 in the range 23-26 on the Outer London scale. Salary is paid monthly in arrears on the 25<sup>th</sup> of each month for the whole calendar month.

## **References**

All offers of employment are subject to satisfactory references.

## **Right to work in the UK**

All offers of employment are conditional upon evidence of your right to work in the UK. You will be asked to present this before appointment.

## **Probation period**

All staff will undertake a six month probationary period which can be extended up to 12 months.

## **WORKING FOR THE NFWI**

### **Diversity and Equal Opportunities**

We believe that the principles of equality, diversity and inclusion are central to our work as an effective employer. They are inherent in our values. We pride ourselves on building positive relationships, we strive to ensure that anyone who engages with us finds it easy to do so, and feel they are supported and treated fairly, with dignity and respect.

The NFWI recognises that groups in society experience discrimination as a result of a protected characteristic. We oppose such discrimination. When recruiting, the NFWI does not discriminate against any applicants. All vacancies will be filled by successful applicants assessed on their ability to do the job. We guarantee an interview to any candidate with a disability who meets the essential criteria for the post.

### **Employee Benefits**

Benefits we currently offer include:

- Hybrid working with a minimum of one day a week in the office
- A fully auto-enrolled contributory Personal Pension scheme with maximum employer contributions set at 8%
- A holiday entitlement of 196 hours (28 days) per annum rising to 210 hours (30 days) after 5 years' service. Bank holidays are in addition to this

- Benenden Health scheme (non-contributory)
- Company enhanced maternity and paternity pay subject to qualification
- Family leave policies including parental leave, flexible working, compassionate leave and dependant's leave
- Commitment to training and development

## **OUR LOCATION**

Address: The Lambourn, Wyndyke Furlong, Abingdon, Oxon, OX14 1UJ

**THANK YOU FOR CONSIDERING THE NFWI**