



Norfolk FWAG – Marketing & Membership Co-ordinator

About Norfolk FWAG

Norfolk FWAG (Farming and Wildlife Advisory Group) is a Not-for-Profit Organisation which gained charitable status in 2012. It exists to promote wildlife friendly farming across Norfolk. It is a membership organisation, with over 330 farmer members, and its work is guided by a board of voluntary trustees.

Our Vision

Norfolk FWAG will advise on and contribute to Norfolk's landscape becoming the exemplar region for cohesion between wildlife restoration and farm business success.

Our Mission

Norfolk FWAG will support farmers and landowners to futureproof their land for the benefit of farming and wildlife; ensuring the long-term survival and prosperity of the Norfolk landscape.

About the Role

Norfolk FWAG is a trusted and reputable source of information for the county's farmers; providing updates on environmental policy, best practice guides, and upcoming events for over 40 years. Farming is undergoing its greatest transition for decades, as farmers navigate a transition from the basic payment scheme to a blended business model of environmental schemes, food production, and natural capital. Therefore, effective communication and guidance is key. We are seeking a passionate individual to join our team as Marketing and Membership Co-ordinator. The successful candidate will be responsible for ensuring our members and stakeholders are kept up-to-date with the latest policy changes as well as the exciting initiatives being delivered by the Norfolk FWAG team. Responsibilities will include:

- Strategic and proactive engagement with farmers and landowners to increase uptake and retention of membership; farmer, corporate, and supporter.
- Ownership of the Norfolk FWAG website, ensuring content is kept up-to-date.
- Review and creation of physical marketing assets, including leaflets, posters, and promotional clothing, etc.
- Curation of social media channels, to communicate changes in policy and NFWAG activity.
- Proactive engagement with the membership to promote events and projects.
- Ongoing development and monitoring of the Norfolk FWAG CRM system, ensuring member information is kept up-to-date.
- Supporting the management team during end of year membership renewals.

There will also be opportunities to support the Norfolk FWAG team during events and visits to member farms.



Contract Details

This role is a 0.8 FTE (30 hours per week) - however, 0.6 FTE may be considered.

Required Skills & Experience:

- A relevant degree or qualification in marketing.
- Strategic and creative, developing new membership and marketing activities.
- Data management and CRM usage.
- Strong written and verbal communication skills.
- Experience using website CMS and newsletter platforms.
- A good understanding of UK farming, and the environment.
- Full UK driving license for farm visits across Norfolk

Desirable Skills

- Some experience in managing or supporting membership schemes.
- Strong customer service and relationship building skills.
- Basic skills in capturing and editing content for promotional use.
- An eye for design and ensuring brand consistency across materials.

We are open to receiving applications from those entering the industry, or experienced marketing professionals.

Salary & Benefits

- £24,000 to £32,000 pro-rata (Based upon experience)
- 27 days holiday plus bank holidays (pro-rata at 0.4 FTE)
- Competitive pension
- Private healthcare scheme

Hybrid Working Policy

- Norfolk FWAG operates a hybrid working policy, and expects the team to work approximately half of their contracted hours in the office on the Royal Norfolk Showground.
- Norfolk FWAG organise a variety of events, with some falling outside of regular working hours. Attendance of these events is not compulsory, but preferred.



Get In Touch:

If you are interested in this role, please send a copy of your CV alongside a Cover Letter to Jordan at jordan@norfolkfwag.co.uk – no agencies.