

# NFU GRADUATE SCHEME

## COMMUNICATIONS AND MARKETING

### What you can expect from the NFU Communications and Marketing Graduate Scheme

The NFU offers you a high quality graduate scheme, where variety is paramount. All of our communications, publishing, design, marketing and event management is carried out in-house offering you a rare opportunity to learn from an award-winning team across a broad range of communications and marketing disciplines. You will work with various parts of the organisation to support core NFU business on behalf of its members where you will broaden your horizons and develop your knowledge, skills and experience.

You will be provided with:

- A range of placements aimed at giving you a broad range of experience within media management, campaigning, publishing, events management, marketing, digital and internal communications.
- The majority of the placements will be based at NFU HQ in Warwickshire as well as one placement at one of our regional offices or our NFU Cymru HQ in Wales
- You'll get a two week induction programme at our HQ (in Warwickshire), meeting key staff and getting to know more about the NFU before you begin your first placement.
- A range of placements will challenge and develop your skill set. You will work with and learn from an award winning team who are specialists in high profile communications, publishing and marketing.
- Full support and guidance whilst on placement from a placement manager and a mentor.

### Where you will go

We want to provide our graduates with a rounded view of the NFU's communications and marketing functions. The scheme will be divided into four 6-month placements; digital and print publishing, marketing, media management and regional communications. Where possible, time in the Brussels and London office will be arranged to provide a full national and international perspective on our communications and campaigns work. Most of the scheme will be spent at HQ but one of the placements will be based in a regional office in England or in our HQ in Wales.

### Who we are and what we do

The National Farmers' Union is a trade association, created for and run by its members. We have been at the forefront of agricultural and rural issues for more than 100 years; we are the voice of British farming.

We have 55,000 members in England and Wales. The NFU's strength continues to derive from members who make their living from the industry.

We are rarely out of the media spotlight and we are proud to have the loudest voice campaigning for and promoting British agriculture. We are the 'go-to' organisation for the national media when it comes to farming and agricultural issues and we are proud to have an extremely high profile nationally and in Europe.

Our Communications and Marketing teams ensure that we continue to protect and preserve the reputation of British farming, promote and campaign on our key lobbying priorities and ensure that the British public continue to Back British Farming.

## Your assignments

Through working across our communications directorate you will get unrivalled experience of working in a busy press office, developing and delivering content, researching and writing for our award-winning magazines, or supporting the set up and delivery of national and regional events. You will see how we campaign and lobby at the highest levels and get insight and experience of working with national and international media.

The NFU won the Best Digital-led Campaign prize for taking the serious issues facing British dairy farmers into the public domain at the CorpComms Awards 2015. We were also named overall Grand Prix winners for our overarching Back British Farming campaign which was launched in 2013 to help spread the word about British food and farming and highlight why farming deserves the support of the Government, retailers and the public. Our magazines have won various awards from the Professional Publishers Association including best front cover and best writer. We also won best use of Twitter at the 2017 UK Social Media Communications Awards.

The NFU Communications team is committed to delivering the best results for our members. The work is busy, sometimes intense, but never boring. At the end of every day we know we have made a difference.

## How we will support you

- You will have 1-to-1 support from your placement manager through the practicalities of the day job.
- You will have access to a £2,000 relocation fund, in addition to a starting salary of £22,500 per annum. This relocation fund is specifically on offer to provide some help in that time between placements, where you need to up sticks and move. It can help with the cost of house-hunting, short-term accommodation (it is not designed to cover rent) and travel expenses. You should note the fund is available as and when required, and would be made available at the time of need against a specific claim.
- As a welcome to the NFU you will receive a one off graduate entry scheme payment of £1,000.

## How to Apply

You need to complete and return the Graduate Application Form by Sunday 14th January 2018. We may not be able to accept applications returned after this date.

If you have any questions on any of the above, please call our HR team on 024 7685 8713 or email [graduates@nfu.org.uk](mailto:graduates@nfu.org.uk).

