

# NFU Graduate Scheme

## Public Affairs and Communications

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

The NFU offers you a high quality graduate scheme, where variety is paramount. All of our public affairs, political campaigning, and communications is carried out in-house offering you a rare opportunity to learn from an award-winning team across a broad range of public affairs and communications 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 public affairs and political lobbying, national campaigning and media management.
- The placements will be based at our offices in NFU HQ in Warwickshire and in London.
- You'll get a two week induction programme at HQ, 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 media engagement, political and public campaigning.
- Full support and guidance, while 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 public affairs functions. The scheme will be divided into placements, each lasting between 6-12 months, covering public affairs and political lobbying, media management and public campaigns. Where possible, time in our Brussels office or a regional office will be arranged to provide a full perspective on our communications and campaigns work. The placements will be based at our offices in NFU HQ in Warwickshire and London.

### 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, respected nationally and in Europe.

Our Communications and External Affairs 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 continues to Back British Farming.

## Your assignments

Through working across our communications directorate, you will get unrivalled experience of delivering a programme of high profile political campaigns and events, working in a busy national press office, and developing and delivering high impact campaigning content across digital and print channels. 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 national Public Affairs Awards handed the Best Party Conference Stand award to the NFU for our work at the Conservative Party Conference in 2017. At Labour Party Conference this year our work was named Best Delegates Choice. Our campaigning scooped Best Use of Twitter at the 2017 UK Social Media Communications Awards.

Our digital-led campaign, taking the serious issues facing British dairy farmers into the public domain, won first prize at the CorpComms Awards 2015. The team was also named overall Grand Prix winners for our overarching Back British Farming campaign. This campaign 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.

The NFU Communications team is committed to delivering the best results for its 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, a London living allowance, in addition to a starting salary of £24,500 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 13<sup>th</sup> January 2019.

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 8742 or email [hr@nfu.org.uk](mailto:hr@nfu.org.uk).

