



FARMERS' UNION OF WALES - Head of Marketing - Maternity Cover

Location: Llys Amaeth, Plas Gogerddan, Aberystwyth, Ceredigion, SY23 3BT

Salary: £40,000

Contract: Full time, 12 months

Deadline: 9th April 2025, however FUW reserves the right to close the vacancy early if a suitable candidate is found

For more information: Contact Meryl Roberts on 01970 629445 or Meryl.Roberts@fuw.org.uk

To apply: Send your CV and cover letter to Meryl.Roberts@fuw.org.uk

Who are we?

The Farmers' Union of Wales / Undeb Amaethwyr Cymru is the independent voice for Wales' family farms. The FUW Group has the vision of "thriving, sustainable, family farms in Wales". From lobbying government on behalf of Welsh farmers and providing them with local membership services, to being the largest agricultural specialised insurance broker in Wales, our 120 staff operate from 13 permanent locations across Wales and at annual agricultural shows including the Royal Welsh.

The Opportunity:

You will gain exposure to all aspects of the business and engage regularly with senior level staff members including the board of directors. You will have the autonomy to recommend and deliver strategies and channels that will maximise commercial sales for both the Union and our Insurance Services businesses. Join a marketing team with an inclusive and flexible culture, where you will be given a high degree of independence (with support from both the policy and business development teams) to deliver Wales-wide campaigns in both the English and Welsh language. You will be required to manage and lead on all marketing brands, communications and websites for the Union and FUW Insurance Services. You will provide organisational leadership and management for all marketing related issues on a day-to-day basis. Along with being responsible for all marketing activities including delivering effective, targeted, multi-channel promotions, events and campaigns. You will need to provide appropriate tools, materials and presentations to achieve company commercial objectives. You will be required to develop strategies, manage the Group marketing budget, set goals and ensure consistent brand messaging across various marketing channels. You will need to manage, instruct and be the central contact for all sub-contractors and suppliers.

Undeb Amaethwyr Cymru | Farmers' Union of Wales

Llys Amaeth, Plas Gogerddan, Aberystwyth, Ceredigion SY23 3BT
01970 820820 | post@fuw.org.uk | www.fuw.org.uk

Mae UAC CYF. FUW LTD. wedi'i gofrestru yng Nghymru a Lloegr o dan rhif 10935716
UAC CYF. FUW LTD. is registered in England & Wales no. 10935716



Essential Experience:

- **Minimum 5 years' experience in a senior marketing role**
- **Proven experience in delivering marketing campaigns:** Ability to plan, execute, and monitor marketing campaigns within deadlines and budget constraints. Experience of delivering commercial targets
- **Strong communication skills:** Ability to clearly convey marketing messages both verbally and in writing, tailoring content to different audiences
- **Analytical skills:** Understanding data and metrics to measure marketing campaign performance and make informed decisions
- **Digital marketing proficiency:** Familiarity with key digital marketing channels including website development, email marketing, SEO, and PPC
- **Event management:** Ability to plan, execute, and monitor marketing campaigns within deadlines and budget constraints. Expectation of travel and attendance at key events throughout the year.
- **Brand management / Creative skills:** Proficiency in using Adobe Creative Suite with the ability to write compelling copy, designing graphics and producing video content. Generating innovative ideas for marketing campaigns that resonate with target audiences
- **Leadership skills:** Experience of briefing and managing marketing teams, agencies, web developers and other external contractors

Desirable Criteria:

- Ability to communicate through the medium of Welsh
- Understanding or previous experience of the agricultural or insurance sectors
- CIM qualifications
- A strong understanding of marketing trends and techniques

The Benefits:

- A competitive salary of £40,000
- The opportunity to make a real difference in the agricultural sector
- A positive and inclusive work environment
- The chance to lead and develop a dedicated team
- Access to membership benefits and discounts
- 25 days holiday pro rata, with an extra day of leave for St David's Day
- 1 day additional leave for volunteering
- Flexible working hours, with optional working from home (40% of the time)
- PerkBox membership
- Death in Service benefit (subject to T&Cs)
- Accident cover (Subject to T&Cs)
- Generous pension contribution