

Job information pack

Sustainable Farming Campaign Manager



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How to apply

1. Email recruitment@sustainweb.org including:
 - **Your CV**
Please label the file in the format '*CV-your-full-name*'.
 - **Your supporting statement (covering letter)**
Detail in 500 words how you meet the person specification requirements of the role.
Label as '*Statement-your-full-name*'.
2. **Complete the recruitment form**
We will only accept applications where a CV, supporting statement and [completed recruitment form](#) has been received.

Timeline

- **Application closing date:** Friday 6 January 2026, 5pm.
- **First stage interviews** will take place (via Zoom) on: Monday 19 January 2026.
- **Second stage interviews** to take place in person (London office) on Monday 26 January 2026.

Early applications are encouraged.

For any queries, please contact our recruitment team at recruitment@sustainweb.org.

Job description

Job title:	Sustainable Farming Campaign Manager
Division:	Sustainable Farming team, Policy and Advocacy
Reports to:	Director of Policy and Advocacy
Accountable to:	Director of Policy and Advocacy
Hours:	<p>Full-time (35 hours / 5 days per week) to be worked flexibly in accordance to the needs of the charity and external meeting or event schedules. Occasional early morning and evening work is expected on a time off in lieu basis.</p> <p>Sustain will consider flexible working applications as per statutory legislation.</p>
Place of work:	<p>The Green House, 244-254 Cambridge Heath Road, London E2 9DA</p> <p>The role is office-based in Cambridge Heath, London.</p> <p>There will be a requirement for considerable travel to attend events, meetings and activities in London, especially Westminster, including occasional events across the UK (such as farming-related events).</p> <p>The role-holder should be based within a reasonable commute from Central London, at their own expense.</p> <p>Travel expenses outside of London will be arranged and paid in accordance with the charity's policy.</p>
Salary and remuneration package:	<p>£52,002 (£54,082 from 1 April 2026, subject to annual pay award process).</p> <p>5% workplace pension matching contribution, auto enrolment rules apply.</p> <p>For a full-time worker: 20 days' Basic Annual Leave + public holidays + 3 days of office closure between Christmas and New Year. (Total of approx. 31 days)</p> <p>Enhanced annual leave rises annually by 2 days to a top limit of 36 days for combined time off.</p> <p>Non-contractual benefits include Employee Assistance Programme, Cycle to Work scheme and access to discounts through signing up to CSSC membership.</p>

Purpose of the role

The Sustainable Farming Campaign Manager is a policy advocacy and campaign leadership role for Sustain, focused on addressing the challenges to achieving an agroecological system of farming and food production.

The work of the Sustainable Farming Campaign Manager covers a range of established policy and campaign areas and is a trusted voice for better farming policy in the UK. The role reports to the Director of Policy and Advocacy and works with alliance members, other Sustain campaign and project leads, and allies at local and national levels, to shape and evolve priority policy areas, both strategically and opportunistically, to advance our priority change agenda for UK farming.

About Sustain

Sustain is a powerful alliance bringing together around 100 organisations nationally – and hundreds more at local and regional level. We believe everyone should have access to healthy and sustainably produced food that protects people, animals and planet. Working together, we run highly effective and creative campaigns, advocacy, networks and demonstration projects, aiming to catalyse permanent changes in farming and food policy and practice.

About this job area of work

Sustain's goal is to achieve changes in policy, finance, regulation and supply chain practices that shift the economic balance in favour of farming that restores nature, tackles climate change, supports rural communities, and produces nutritious food. The Sustainable Farming Campaign Manager leads, coordinates and supports the alliance efforts towards that goal by working to achieve the needed policy reforms that de-risk and ultimately accelerate the transition for farmers.

In the years ahead, the Sustainable Farming Campaign Manager will take forward activities to secure progressive farming policy; champion supply chain fairness; build and align the movement; and shape the public narrative on sustainable farming.

The Sustainable Farming Campaign Manager will work in collaboration with Sustain's senior management, public affairs team, and with alliance members and project partners to address the challenges to achieving an agroecological system of farming and food production.

Role and responsibilities

Primary responsibilities and key performance areas:

Advocacy and influencing

- Working closely with Sustain's Director of Policy and Advocacy and Public Affairs Manager, undertake advocacy with relevant government departments to drive campaign impact towards priority objectives, especially the Department for Environment, Food and Rural Affairs (Defra) – including the Horticulture Strategy and 25-Year Farming Roadmap; Ministry of Housing, Communities and Local Government (MHCLG); the Department for Business and Trade (DBT) on farming and land-use policy; various statutory bodies such as the Grocery Code Adjudicator (GCA) and Agricultural Supply Chain Adjudicator (ASCA); and farming-related related outcome areas of the Government's Food Strategy.
- Track key policy developments, identifying opportunities and ways to influence these, and – where an alliance approach would be helpful – lead the concerted effort to inform and lobby decision-makers.
- Develop and oversee the Sustainable Farming Campaign plan, including delivering on its key elements and ensuring Sustain has the tools and outputs for effective advocacy.
- Ensure forward-looking policy development on sustainable farming and cultivate new ideas and partnerships to enable strategic response to new opportunities that emerge or can be created.
- Build Sustain's analysis and evidence base from own work, that of our members and allies, and from relationships with academics and institutions.
- Working with Sustain's public affairs team, develop support for Sustain's objectives in Parliament with parliamentarians and Select Committees, such as the Environment, Food and Rural Affairs Committee, and ensure high-quality response to farming-related inquiries.

Alliance and partner collaboration

- Coordinate Sustain's long-standing Sustainable Farming Working Party of alliance members, allies and partners who guide the work and participate in campaigns and advocacy activities coordinated by Sustain.
- Lead on the development of shared policy positions and advocacy initiatives.
- Help to drive and coordinate Sustain and wider structures for joint work with other organisations to address unfair trading practices.
- Liaise with and contribute to important groupings, sister alliances and advocacy networks whose work may be complementary or may otherwise benefit from input of food and farming priorities.
- Develop and sometimes drive, lead on or manage partnership initiatives.
- Facilitate Sustainable Farming Campaign connections, alliance member voices and specialist expertise in support of closely related initiatives within Sustain, e.g.

work on food, climate and nature; and on healthy and sustainable supply chains and better routes to market.

- Actively identify ways to involve, platform and promote the work of people with diverse characteristics and from diverse socio-economic, ethnic and cultural backgrounds, in line with Sustain's commitment to improving equity, diversity, inclusion and racial justice in food and farming.
- Develop strong links, good relationships, and joint advocacy where appropriate, with both the 'conventional' and 'agroecological' farming community and the range of organisations that work with them, who influence UK farming and sustainability policy and practice.
- Proactively champion farmer and farming voices across Sustain's campaigns and projects.

Communications and events

- Act as Sustain's leading spokesperson on sustainable farming related matters in the media, at events and in other fora; and provide guidance to other team members when they communicate on these matters.
- Undertake media and communications work to promote our Sustainable Farming Campaign activities and agenda by creating story opportunities and moments; updating project partners and supporters on the work, provide news updates, thought-piece blogs, a regular newsletter and social media posts.
- Contribute to Sustain's use of strategic communications to shape the policy environment on food and farming issues by promoting agroecology, and countering regressive narratives.
- Support the Chief Executive, Director of Policy and Advocacy and other colleagues in preparing for meetings, interviews, committee appearances, other speaking engagements and communications related to farming.
- Contribute farming content to Sustain's online and offline events programme such as our Annual Conference and webinars.
- Oversee Sustain's programme curation and presence at key farming events such as the Oxford Real Farming Conference (ORFC) and Groundswell.

Monitoring, evaluation and learning

- Ensure monitoring and evaluation of Sustainable Farming Campaign activity and generate learning so that Sustain can prove and improve its influencing effectiveness.
- Provide reports of Sustainable Farming Campaign outputs and advocacy progress towards outcomes to Sustain's Senior Leadership Team (SLT), relevant project working parties and partners, funders, and, via the SLT, to Sustain's Council of Trustees.

Fundraising, funder relations, budget management

- Supported by SLT members, lead fundraising to secure capacity and resources to extend and enhance Sustain's work on sustainable farming, including identifying new project opportunities and developing funding options and partnerships.
- Be an active member of Sustain's fundraising group, which takes a collaborative approach with SLT and staff members to stimulate fundraising efforts across Sustain, including: undertaking funder research; developing funder relationships; generating fundable ideas, partnerships and proposals to enhance or extend projects and campaigns or to develop new ones; proactive funder stewardship; and ensuring that funder record-keeping and reporting are well maintained.
- Ensure a high standard of monitoring, evaluation, learning and funder stewardship and timely reporting to existing funders of Sustain's work on sustainable farming, working with Sustain's finance and management team to maintain excellent financial and other management and records to help with accountability and funder scrutiny.

Organisational development

- Contribute to the implementation of Sustain's Organisational Development Plan, especially on influencing and alliance development.
- Contribute to internal training and skill-shares.

Line management and pastoral support

- Line manage the Sustainable Farming Officer and potentially further staff, volunteer(s), paid intern(s) and/or external consultants as funds and opportunities become available.
- Manage workload, development and performance of direct reports and take part in training and internal fora for the line managers to develop and support good practice.
- Provide pastoral support to direct reports, with the assistance of HR where required.

Note: *This job description is not exhaustive and will be subject to periodic review. It may be amended to meet the changing needs of the charity. The post-holder will be expected to participate in this process, and we would aim to reach agreement on any changes.*

Person specification / What we're looking for

E = Essential, D = Desirable

Qualifications and requirements

- Relevant qualification (D)

Knowledge

- Understanding of a range of campaigns and advocacy methods and how to apply them (E)

Skills, abilities and attitudes

- Exceptional oral and written communication skills in fluent spoken and written English (E)
- Ability to work independently, with high levels of self-motivation and an ability to think on the spot and respond to a rapidly changing political environment (E)
- Knowledge and confidence to undertake persuasive policy advocacy work with civil servants, ministers, industry bodies and public communications (E)
- Excellent project management, time management and organisational skills and the ability to work under pressure and to meet deadlines (E)
- Willingness and aptitude to line-manage another person (or other people) working on similar areas of work, either as a member of staff, paid intern, volunteer or external consultant. (E)

Experience

- Background and experience in the farming sector. (E)
- Experience of working in, or with, the farming and food retail sector (D)
- Demonstrable experience, interest in and knowledge of sustainable farming and growing. (D)
- Experience of working effectively to influence policy and/or running successful national or local campaigns to achieve change. (E)
- Strong experience of engaging with a wide range of stakeholders in the formation and delivery of a shared vision, plan or programme. (E)
- Experience of project development, partnership building, developing funding bids and successful fundraising, as well as good funder relationships and stewardship. (E)
- Experience of organising online or in person events and an appreciation of what works well. (E)
- Experience of establishing metrics to track change and demonstrate impact over time (D)

- Experience of organising and facilitating online and/or in-person events and an appreciation of what works well (D)
- Experience of establishing and running a governance structure for a multi-stakeholder programme (D)
- Experience of administering a budget, invoices and good financial records (D)

Attitudes and personal qualities

- Professional, diplomatic, collaborative, personable and friendly (E)
- Energy, enthusiasm, creativity and tenacity (E)
- A commitment to diversity, equity, inclusion and racial justice (E)
- A team player (E)
- Organised with high attention to detail and commitment to meeting deadlines (E)
- Willingness to continued professional development (E)

Who we are

Sustain is a **powerful alliance of organisations** and communities working together for a better system of food, farming and fishing, and cultivating the movement for change. We represent over 100 food and farming organisations.

Together, we advocate food and agriculture policies and practices that enhance the health and welfare of people and animals, improve the working and living environment, enrich society and culture, and promote equity.

Working in collaboration, we:

- Develop networks of people and organisations to devise and implement projects and campaigns, and to provide a platform for recognition and replication of pioneering work.
- Run highly effective and creative **campaigns**, advocacy, networks and demonstration projects, aiming to catalyse permanent changes in policy and practice, and to help equip more people and communities with skills as change-makers.
- Advise and negotiate with governments, local authorities, regulatory agencies, funding bodies and other decision-makers to ensure that legislation and policies on food, fishing and agriculture are publicly accountable and socially and environmentally responsible.

Our funders

All the campaigns and projects at Sustain are funded by charitable trusts and foundations, donors and supporters who are an integral part of our successes, which has led us to receiving many awards. We are fortunate to have received grants from a wide range of funders for specific projects and campaigns, and we continue to fundraise to improve food and farming for all.

Where we work

A lovely working space is really important so we're happy to show you where we work. Our offices are a short walk from Bethnal Green tube station (Central Line) located in a vibrant part of London, with easy access to shops, Victoria Park and the Regent's Canal tow path.

We work in an open plan office with plenty of natural light and of course we have many plants, and we offer free tea and coffee.

There is a wide variety of private meeting spaces available in the building, and we also have access to a green roof-top terrace complete with trees, plants and views across the City.

We also enjoy discounts in a few local shops which helps to keep the local economy thriving. Museums and parks a short walk from the offices also gives you plenty of opportunity to explore the neighbourhood during lunchtimes.

[Map link](#)

The Green House
244-254 Cambridge Heath Road
London E2 9DA

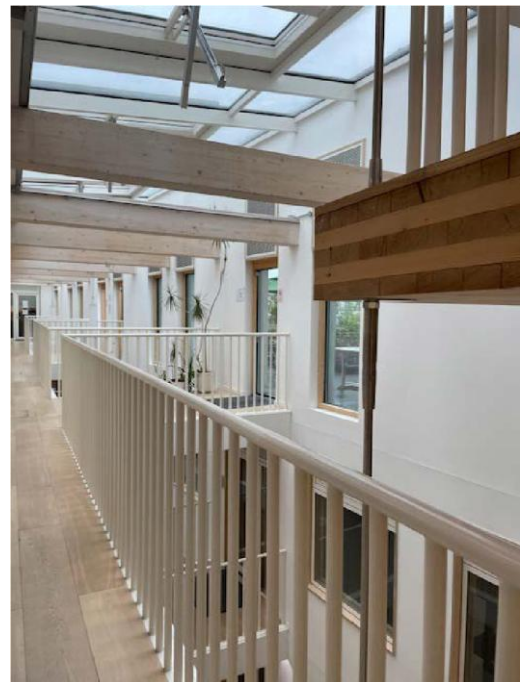


How we work

We offer a wide range of hybrid working patterns and are supportive of flexible working, however this may not be suitable for all roles. Some colleagues may work from home for part of the week, and most are expected to attend certain meetings and events in-person. Some roles require more office presence than others due to the nature of the role.

Everyone is expected to work collaboratively with colleagues and in the communities or networks where our projects are delivered.

Continuous Professional Development is as important to us as it is to you, and we offer a wide range of in-house and out-sourced training suitable for a wide variety of job roles.



One of the reasons I joined Sustain was to make a difference to our planet and our communities. I've always been passionate about food, our environment and a fairer world for all. Working with colleagues who share the same passion and values is wonderful.

What we offer

(Non-contractual)

Flexible working hours and TOIL

Flexible and hybrid working options after probation. We have a flexible approach to working and provide Time Off in Lieu when staff are required to work occasional evenings or weekends.

Hybrid and homeworking

Some roles are suitable for a combination of hybrid and home working, while others are more office based, allowing for collaborative working, skills sharing and peer support. We expect all colleagues to spend at least half of their working time at the office.

Welcoming office space

Weekly organic fruit box for the office to share

Free secure indoor storage for bicycles and shower facilities

A fully equipped London based office

Time off and volunteer day

20 days annual leave for full-time employed staff plus bank holidays (pro-rated for part-time workers)

We usually close between Christmas and New Year

1 Volunteer Day per year (non-contractual if employed)

Pension

Automatic pension enrolment with Nest with up to 5% (subject to review) employer contributions, with an ethical investment option.

Health and wellbeing

Enhanced sick pay

Access to confidential advice on mental health and wellbeing, as part of our Employee Assistance Programme. Sustain has partnered with Health Assured who are the UK and Ireland's most trusted health and wellbeing network. Their employee benefits programme is a suite of wellbeing services, offering you and your family a confidential and structured way to work through physical or mental health issues and financial as well as advice on personal financial or legal matters.

Eye Care Vouchers.

Access to membership of CSSC for discounted days out, savings, sports and wellbeing.

Making a difference in the world with our friendly supportive team

An opportunity to work on pioneering projects at a local and national level

A collegiate set up within an established charity

A friendly, creative and sociable team

The opportunity to help improve opportunities for local communities, and to support food system professionals to work together to cultivate change

Job related training opportunities