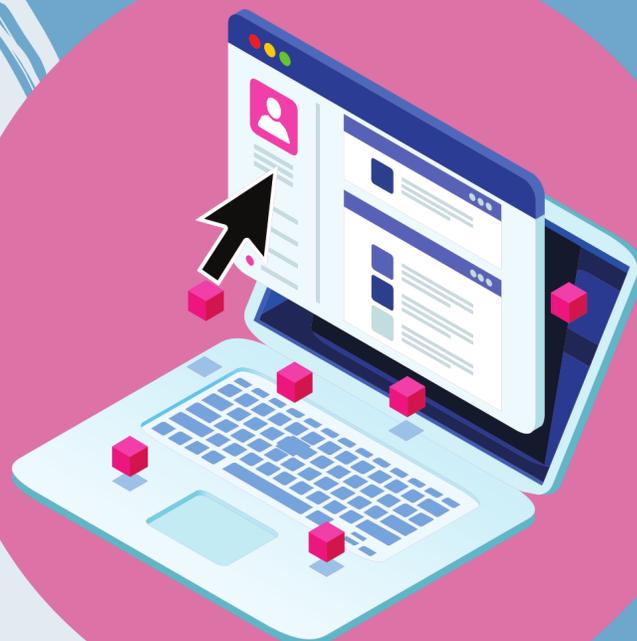


# FARIYA SHARIF

## CAMPAIGNS & COMMS OFFICER

My name's Fariya and I work as Senior Campaigns and Communications Officer at Agenda, the alliance for women and girls at risk. My role at Agenda primarily involves working with women and girls facing multiple inequalities to share their stories and amplify their voices throughout our communications and in the media. It also involves developing campaigns to transform systems and services so they work better for women.



## **WHAT INSPIRED YOU TO APPLY FOR THE ROLE?**

I have worked across communications, campaigns and advocacy for various women's rights charities. My inspiration to work at Agenda came from the brilliant work that they do to support women and girls at the sharpest end of inequality. I wanted to support them to promote public and political understanding of the lives of women and girls facing multiple inequalities. I also wanted to work for an organisation closely related to the impact of the work they do - which Agenda does. However, what attracted me most to this role was the element of working with women and girls directly to share their voices and stories and the fact that all of Agenda's work is underpinned by the experiences of women and girls who they aim to support.

## **WHAT DOES YOUR TYPICAL DAY LOOK LIKE WITHIN YOUR ROLE?**

A typical day for me is quite different now that we're in the pandemic and I'm working from home as most of the in-person meetings I would have with women and girls and other organisations are now online! We have adapted quite well as a team and try and keep in contact throughout the week through a messaging platform called slack and zoom. I almost always start off my day catching up on the news relating to our work supporting women and girls and updating the team about any important pieces they should know about. Then amongst the various meetings I have with my team I would be working through my priorities for the day. My core tasks are usually quite varied which is a part of why I love my job, it could be anything from updating our website to speaking to a woman about writing a blog piece to developing ideas on a new campaign.

## **WHY IS IT IMPORTANT TO HAVE MORE REPRESENTATION AND DIVERSITY OF CANDIDATES APPLYING FOR A ROLE WITHIN THE SECTOR?**

I think it's incredibly important to have more representation within the charity sector. There is still such a lack of diversity in the sector and especially in senior positions and that's why it's so important that people from minorities are given equal opportunities to progress within their workplace. The organisation, Charity So White have revealed within their recent reports how lacking in diversity the charity sector still is and why it should be leading the charge in rooting out racism and ensuring that the voices of Black and minoritised people are listened to and amplified.

## **WHAT WOULD YOU SAY TO WOMEN WHO ARE THINKING OF BEING PART OF THE SECTOR?**

I would say 100% go for it. Working in the charity sector is so rewarding and fulfilling. It's a big sector and there are lots of different avenues you can take to find the role you want. I would always encourage choosing an organisation that aligns with your values and is fighting for a cause that you believe in. There is plenty of support out there to help people with the application process, I would recommend reaching out on third sector social media groups/networks if you're thinking of applying for a role and finding out as much as you can about the organisation before applying. And as is the case with every new role, believe in yourself, any setbacks on the way will only make you better next time round.