

# NATASHA HIRST

## FOR NUJ GENERAL SECRETARY

As the current president of the NUJ, a dedicated grassroots activist and freelance photojournalist, you may have seen me at Delegate Meetings, branch meetings, supporting reps' briefings, running webinars and network events, and out on the picket lines.

I bring a wealth of personal, professional and trade union experience that is needed to ensure the future of the NUJ as a strong, independent union.

The next five years are critical for the future of the NUJ. I stand on a track record of supporting our members across the union, defending our values and raising our profile externally.

I've led work to tackle inequality, protect our members' mental health, and improve how we recruit and engage more diverse and younger members.

**Claire Harris, Chair Scottish Executive Council, former chair BBC Glasgow and Edinburgh Chapel**

"Natasha has been an active and constructive voice for all members for many years. Her reputation as a change-maker is without question. As our President, she is in a unique position to offer a different focus for our Union.

It is plain we can't continue as we have been; declining membership, inactive branches and weakening of our collective voice means we need change, and Natasha is best placed to make it."



Photo © Jess Hurd

### Professional experience

I've been a trade union activist for over 20 years, including four years as a trade union official for the Wales TUC.

I'm a proven leader and team builder, taking organisations through periods of change and providing stability and support to staff.

I have high-level political and lobbying experience in Westminster and devolved administrations.

Our union needs a leader with these proven skills to maintain the NUJ's impact across the UK, Ireland and worldwide.

# Futureproofing the NUJ, for all of us

The plans to diversify the NUJ's income are not delivering the outcomes we hoped for. Our members are struggling with the cost of living crisis. To avoid ongoing subs rises, we must quickly improve our recruitment and retention of members.

I will ramp up our organising in smaller workplaces, newer sectors and different models of journalism. We must be clearer about our offer to freelancers and journalism-adjacent workers such as those working in PR and communications and publishing. I will work with staff, reps and members to create a **union-wide recruitment strategy**.

I will boost our **communications capacity** to build our multimedia storytelling to connect with a wider group of members and potential members. This is vital for engaging younger and more diverse workers and demonstrating our values and wins for our members across more platforms.

I will **maintain and grow our services** to members – through a strong industrial strategy that includes freelancers. I will be a fearless advocate for our members.

I will continue our solidarity work and lobbying in the UK, Ireland and worldwide for our rights, **fair pay and high-quality journalism**.

To achieve this, I will work closely with our officials, membership and admin staff to identify pressure points, ensure joined-up delivery of services, and implement systems that make the best use of our resources.

Our union needs an experienced, transparent and collaborative leader who understands the concerns of members and reps. Vote 1 for Natasha Hirst to ensure this.



## VOTE HIRST FIRST

**Campaign website and supporters**

[www.hirstnuj.com](http://www.hirstnuj.com) or search online to see the wide range of contributions I've made in journalism, to the NUJ and public life in Wales and beyond.

Engage with me on [Twitter/X](#) (@HirstPhotos) and [Instagram](#) (@NatashaForGS)  
You'll find my journalistic work on [www.natashahirst.co.uk](http://www.natashahirst.co.uk)