

## **Campaign Manager – Animals in the Wild**

**Salary: \$65,000 to \$75,000 per annum**

**Permanent**

**Location: New York**

**Closing Date: Open Until Filled**



### **Campaign Manager - The Role**

As a Campaign Manager for Animals in the Wild, you will lead campaigns in the Wildlife Not Entertainers (WNE) program area. You will act as the key organizational representative for all external campaign activity.

As our campaign manager, you will be responsible for planning and implementing public campaigns that inspire and educate consumers, businesses, and politicians to change behaviors and to act in support of wild animals. This will involve overseeing project activity, ensuring work is on brand, on time and within budget as well as monitoring performance against objectives and reporting on effectiveness.

You will work with our local offices to support campaign delivery and play a key role in our global virtual campaign team, helping to promote a culture of campaigning to increase our impact, influence, and profile. As a prolific communicator, you will develop relationships with external stakeholders, experts, and audiences to further our campaign objectives and to secure a lasting impact for wild animals across the world.

The Campaign Manager will partner with colleagues around the world to develop and implement the US strategy as part of a global campaign to end cruelty to animals and is responsible for promoting a culture of campaigning in order to increase World Animal Protection's impact, influence, and profile in the US market. You will lead the delivery of an inspiring, dynamic, and creative global campaign, with US localization, to improve the welfare of animals whilst also contributing to building a global movement in support of animal protection.

### **Campaign Manager - Requirements**

- An experienced and highly motivated campaigner you will have led the design and delivery of strategic local level campaigns, and ideally with global campaigns experience or exposure, that have achieved change and specific outcomes.
- You will be a strategic thinker able to manage campaigns from concept through to completion.
- You will be an effective project manager, who is comfortable working with multiple stakeholders, controlling budgets, and meeting deadlines.
- You will have excellent analytical and decision-making skills, and a passion for protecting wild animals and nature.
- Knowledge of animal welfare, conservation or environmental issues would be an advantage, but you don't need to be an expert.
- International professional travel will be part of this role, which will involve working in our local, global offices.

*Join us in this exciting role and help us move the world to protect animals!*

### **How to Apply**

If you want to be part of our dynamic organization and help us move the world to protect animals then please send us a copy of your resumé and cover/motivation letters addressing your skills and experience relative to the role to [recruitment@worldanimalprotection.org](mailto:recruitment@worldanimalprotection.org).

Due to the large volume of applications that we receive, we will not be acknowledging receipt of your application. If you do not hear from us within 3 weeks of the closing date, please consider your application as unsuccessful.

World Animal Protection is an equal opportunity employer and committed to providing equal opportunities for everyone regardless of their background. The successful candidate must have permission to work in the position location by the start of their employment.

### **Why Work for us?**

We move the world to protect animals globally but there are many other reasons to join our organisation. We are a truly global organization with offices in Australia, Brazil, Canada, China, Costa Rica, Denmark, India, Kenya, the Netherlands, New Zealand, Sweden, Thailand, UK and USA. We employ over 380 people globally covering campaigns, media, fundraising, operations, finance, administration and human resources.

As well as competitive employee benefits we want our employees to grow with us and build their careers within World Animal Protection and therefore encourage internal applications. We have a strong track record of offering existing staff promotions as well as secondments and position changes within the organisation.

### **Who are we?**

We are World Animal Protection.

For over 50 years we have moved the world to protect animals.

We protect animals because we believe a sustainable future for the planet can only be achieved if both animals and people are part of the solution.

We stop the exploitation of wild animals for entertainment and profit. We protect pets and working animals in communities across the globe. We campaign for better farm animal welfare and fight against factory farming. We also help animals when disaster strikes.

Our vision is a world where animals live free from suffering. We are working to help people to see how important animals are to all of us.

We are determined to influence decision makers to put animals on the global agenda and inspire people to change animals' lives for the better. Today we're working on projects to end animal suffering by helping governments and communities to protect and care for their animals.

## Job Description

### CAMPAIGN MANAGER - Animals in the Wild



**We are** World Animal Protection.

**We end** the needless suffering of animals.

**We influence** decision makers to put animals on the global agenda.

**We help** the world see how important animals are to all of us.

**We inspire** people to change animals' lives for the better.

**We move** the world to protect animals.

World Animal Protection is a truly global organization, working in over 50 countries across the world, with offices in every continent. Our vision is a world where animals live free from suffering. We protect animals because we believe a sustainable future for the planet can only be achieved if both animals and people are part of the solution.

Job Title: Campaign Manager - Animals in the Wild

Location: New York, NY

Reports to: Programs Director

\*Technical/Professional Accountability to:  
Program Director - Animals in the Wild

Reportees:

\*Technical/Professional Reports:

Budget holder: Yes

Global/Local<sup>1</sup>: Local

#### Main Purpose of the role

The Campaign Manager leads campaigns in the Animals in the Wild program area and is the key organizational representative for all external campaign activity and central point of contact for organizational activity relating to the campaign(s) they represent.

The Campaign Manager will partner with colleagues around the world to develop and implement the US strategy as part of a global campaign to end cruelty to animals and is responsible for promoting a culture of campaigning in order to increase World Animal Protection's impact, influence and profile in the US market. They will lead the delivery of an inspiring, dynamic and creative global campaign, with US localization, to improve the welfare of animals whilst also contributing to building a global movement in support of animal protection.

#### Accountabilities

- US campaign strategy and management including; strategy development & delivery, measurement of results and reporting

- Contributing to the achievement of the global strategic objectives associated with the campaign
- Campaign & geographical efficiency
- The role holder will comply with the organization's policies and procedures.

## **Duties and Responsibilities**

### *Functional*

- Work with the Program Director - Animals in the Wild, the global virtual campaign team and all other internal stakeholders to develop innovative global campaigns for the Wildlife program, capable of meeting World Animal Protection's strategic mission and movement goals.
- Ensure the strategic campaign goals are delivered in a timely and effective manner in co-operation with the global virtual campaign team and all other relevant staff.
- Provide strategic guidance, campaign planning and management support to World Animal Protection US office running projects in support of the campaign, to ensure effectiveness, consistency and that all delivery is in support of World Animal Protection's organizational goals.
- Support development of effective tools and technical support for the campaigns working closely with issue experts and technical advisors.
- Develop and maintain relationships with a network of key external stakeholders relevant to the execution of the global campaign objectives.
- Communicate World Animal Protection's positions and messages to external and internal audiences, including public fora, the media, political, economic and other actors to promote key messages and further campaign objectives.

### *Management*

- Facilitate & practice strong integrated working across functions and geography.
- Ensure the campaign incorporates and generates the necessary content to support fundraising, communication and governance requirements.
- Develop and maintain management approaches which facilitate open, effective and timely communication.
- Support the Program Director in ensuring the development and implementation of consistent approaches, and projects that contribute to the organization's global strategy.

### *Finance*

- Manage the US campaigns, including all project activity within budgets.
- Oversee the development of the campaign's budget in liaison with the Finance team.
- Take overall responsibility for the effective and efficient management of delegated budget in accordance with World Animal Protection's financial procedures and local governance regulations.

### Organizational responsibilities

- Delivery of World Animal Protection's Global Strategy across the core themes of Mission, Movement & Transformation in a global, matrix environment.
- Work cooperatively with external organisations, teams within World Animal Protection and in the wider animal welfare movement to pursue campaign objectives and wider organizational goals, including those relating to brand, communications, fundraising and resource management.
- Actively participate in building our brand and maintain the integrity of our brand to support our profile, lead generation, income and engagement.
- Help secure resources (income) and reach (people and partnerships) by actively contributing to our supporter relationships, fundraising, communications, and donor reporting.
- Actively participate and support the organization to ensure that we manage our resources (financial, staff and IT) efficiently and effectively by improvement of systems, reporting and compliance.
- Contribute to a learning culture and create a positive working environment for staff.
- The role holder will from time to time be required to undertake any other duties that are within the scope of this role.
- Take responsibility for their own health, safety and welfare, comply with H&S policy and procedures, and not act in any way that compromises the safety of themselves, colleagues or the public.
- The post holder will be required to travel domestically and internationally to provide support or participate in World Animal Protection's activities.

#### Skills and Experience

##### *Essential*

- Proven experience in leading the design and development of high impact social change campaign strategies that have achieved change.
- Proven experience in the operational and tactical delivery of campaigns to a high standard, with evidence of strategic goal achievement.
- Strong leadership qualities with the ability to communicate direction, gain commitment to action and develop mutual co-operation across teams and with external stakeholders.
- Experience of leading and managing teams and motivational skills to inspire others to deliver outstanding campaigns.
- Team player with excellent project management and co-ordination skills and ability to develop and maintain good working relationships across internal departments and teams.
- Strong communicator, able to constructively engage external and internal stakeholders at all levels, to develop and deliver campaign solutions.
- First class analytical and decision-making skills - able to assimilate and analyze information quickly and accurately to effectively inform campaign tactics and strategies.
- Excellent verbal, written and presentation skills, including written and spoken English.
- Experience of creating and managing budgets.
- Works well under pressure of deadlines.
- Flexible to undertake international travel.

- A passion for animal welfare and a strong commitment to the aims and values of World Animal protection

### *Desirable*

- Knowledge of animal welfare issues or experience of conservation or environmental issues.
- Experience of working effectively with colleagues and external stakeholders in different countries and different cultural contexts.
- High level of awareness of global and regional social, economic, political and environmental issues of relevance to animal welfare.
- Experience of matrix management in a medium/large sized organisation.
- Experience of working in an international NGO environment.

Last reviewed/updated: 01/07/2020

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\*World Animal Protection operates in a matrix environment. This means we routinely work with colleagues from different locations, business units and cultures in cross-functional and virtual teams.

<sup>1</sup>A **global role** works across geographic boundaries with a remit to enable the delivery of strategic organizational activity across the world, providing direct input and support at a local level as required. A **local role** is primarily focussed on the delivery of strategic organizational activity within a country or location, providing information and input to global strategy and directions as required.