

## Mobilization Campaigner

**Location:** The World Animal Protection Canada office is located in Toronto, ON. We are currently working remotely, however hybrid working will be available for this position.

**Contract:** One year contract with potential to turn into a permanent position

**Salary:** \$50 K CAD

**Closing date:** January 9, 2022



### **About World Animal Protection Canada**

World Animal Protection is an animal welfare non-profit organization with local reach and global influence. Our Canadian office is located in Toronto and works alongside our country offices that are active in over 50 countries around the world.

Every day, billions of animals' experience unbearable suffering. At World Animal Protection, we move the world to protect animals because the life of every animal counts.

Our vision is a world where animals live free from cruelty and suffering.

Our mission is to move the world to protect animals

### Opportunity

We have an exciting opportunity for a Mobilization Campaigner, who will help us build a movement to address the biggest animal welfare issues of our time.

### Overview

The incumbent will report to the Campaign Director and work closely with the Canadian wildlife and food system campaign managers to inspire our volunteers, donors, the general public, NGOs and other stakeholders to contribute to our campaigns to protect animals.

The job holder will also work closely with the Canadian digital communications team to design and deliver offline and online organizing strategies which successfully engage people in impactful ways for animals.

The Mobilization Campaigner will be the main focal point for supporters and volunteers who are participating in campaign events and is responsible for ensuring actions are coordinated and executed successfully. They will help build a Canadian animal protection movement and support Canadian campaign managers work with other NGOs and other influential stakeholder groups.

### Main duties and responsibilities

- Contributes to the achievement of the Canadian food system and wildlife campaign objectives by identifying and developing strategies for mobilizing our

donors, volunteers, NGOs and scientists (eg; Doctors on AMR campaign) and the broader public to take action to improve protection for animals.

- Develops and implements offline actions and events (eg; rallies, boycotts, petition handovers, community meetings, media events).
- Works with colleagues in Communications and Fundraising teams to ensure mobilization strategies also support their objectives and timelines, bringing new potential supporters into the organization and providing opportunities to engage existing donor/supporters in deeper ways.
- The role holder will comply with the organization's brand, values, policies, and procedures.
- Supports campaign managers in maintaining relationships with organizations in other fields but related to our mission (public health, environment...).

The role holder will comply with the organization's policies and procedures.

Required skills and experience:

- Knowledge of campaign techniques, strategies and practices regarding social movements and community organizing.
- Experience recruiting, engaging, training and organizing diverse groups of volunteers, NGOs and supporters.
- Strong knowledge of how events and other mobilization activities fit into donor stewardship and development strategies.
- Experience representing an organization's brand to external audiences, as a media spokesperson, webinar host or speaker.
- Proven skill in analyzing campaign strategies and designing tactical actions.
- Experience in the operational and tactical delivery of projects to a high standard, with evidence of strategic goal achievement.
- Team player with excellent project management and coordination skills and ability to develop and maintain good working relationships across internal departments and teams.
- Strong communicator, and able to constructively engage external and internal stakeholders, to develop and deliver project solutions.
- Excellent verbal, written and presentation skills, including written and spoken English.
- Demonstrated knowledge of animal welfare, environmental, public health or social justice issues through relevant education or work experience.
- Demonstrated experience organizing offline and online campaigns to achieve policy change.
- Proven ability to conduct outreach and communicate effectively with diverse communities.
- Excellent communication skills for engaging and motivating different audiences to participate in campaign activities.
- Experience organizing events and meeting tight project deadlines.
- Demonstrated interest in engaging and communicating with new people.
- Highly effective negotiation, problem identification and resolution skills.

World Animal Protection is working towards building a diverse, equitable and inclusive workforce and encourage applicants from equity-deserving groups (Indigenous, Black, people of colour, persons with a disability, and 2SLGBTQIA+)

At World Animal Protection we recruit with our values & behaviours in mind. Please bear this in mind through your application journey. These are:

**Global:** We make decisions and act with a global mindset

**Diverse and Inclusive:** We actively encourage and promote diversity, ensure all voices are heard and included and are committed to equal opportunities for all

**Collaborative:** We work together and co-create to achieve lasting change

**Agile:** We make change happen in a fast-moving world

**Growing People:** We continually learn and develop

**Accountable:** We are role models. We take responsibility for our actions and encourage others to do the same.

**Courageous:** We push boundaries, take risks and set ambitious targets

[Click here to apply through our job portal.](#)

[worldanimalprotection.ca](http://worldanimalprotection.ca)

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World Animal Protection is the operating name of World Society for the Protection of Animals Canada. Charitable Registration # 12971 9076 RR0001