

Job title: **Campaign Manager – Labelling Matters**
Department: Campaigns
Reviewing manager:

Job profile

Overall objective of the post:

To drive, manage and coordinate all aspects of the campaign to achieve compulsory labelling according to method of production in Europe.

The campaign will involve building the case for the labelling objective, raising the media profile of the issue, developing and mobilising support amongst relevant stakeholders; from consumers to food companies to politicians, and lobbying politicians, officials and others as required. The work will be taken forward through team-working with relevant departments at Compassion and coordinating the work of partner organisations.

The post requires proven lobbying ability, management skills and the capacity to travel internationally, sometimes at short notice.

Position in organisation:

- Reports to the Head of Campaigns at Compassion in World Farming
- Manages any support staff or volunteers
- Builds strong working relationships at all levels throughout the organisation
- Liaises with relevant people on the advisory steering group, which comprises of the RSPCA, Eurogroup for Animals and The Soil Association
- Builds strong coordinative links with all organisations involved in the campaign across Europe, including with the Farm Animal Welfare Forum (FAWF), which acts as an advisory panel for the campaign, to whom regular briefings will be required.

Scope of job:

- Drives, manages and coordinates all aspects of the campaign
- Conducts, commissions and collates research to build the case for mandatory labelling
- Raises the profile of the labelling issue through working with the media team
- Builds and mobilises a movement of stakeholders in support of the objective
- Manages and drives required lobbying initiatives
- Engages with and encourages voluntary labelling projects that support the objective
- Line manages the campaigns/administrative support officer and any other staff that may be allocated to this campaign
- Responsible for the budget allocated to this project.

Dimensions and limits of authority

- Responsible for an annual project budget of approximately £100,000, including staff salaries for this post and one other
- Responsible for the management of any support staff and volunteers

- Responsible for selecting suppliers and other stock/support.

Skills and experience required from the Campaigns Manager - Labelling Matters Manager to deliver the work:

Key facets of this job would include strong project management abilities and a proven ability to liaise and coordinate with a wide range of stakeholders. The post will also require someone with proven campaigning and lobbying ability, management skills and the capacity to travel internationally, sometimes at short notice.

PERSON SPECIFICATION

Requirements to carry out the job effectively (and which may be developed). The requirements listed below are representative of the knowledge, skill, and/or ability required.

ESSENTIAL	DESIRABLE
Knowledge	
<ul style="list-style-type: none"> • Knowledge of key farm animal welfare issues • Experience of working in a public affairs post or similar 	<ul style="list-style-type: none"> • Experience of working in the field of animal welfare • Knowledge of sustainable food and farming issues
Education / Qualifications & Training	
<ul style="list-style-type: none"> • Educated to degree level or equivalent 	<ul style="list-style-type: none"> • Postgraduate animal welfare science / environmental science qualification
Skills & Abilities	
<ul style="list-style-type: none"> • Strong project management ability • Ability to lead and motivate colleagues • Ability to work on own initiative and as part of a team • Strong interpersonal skills and ability to inspire external contacts • Excellent communication skills in English – written, oral and presentation • Ability to communicate effectively at all levels from government officials to members of the general public • Excellent knowledge of MS Office • Expertise in web campaign and communication tools • Knowledge of managing budgets 	<ul style="list-style-type: none"> • Fluency in one or more other EU languages highly desirable • Knowledge of major global cultures and religions
Personal Qualities	
<ul style="list-style-type: none"> • Sensitivity to social and cultural issues 	

DUTIES AND KEY RESPONSIBILITIES

PRIMARY RESPONSIBILITIES

Drives, manages and coordinates all aspects of the campaign

- Responsible for project managing this campaign to achieve the objective of mandatory labelling according to method of production for livestock products in the European Union (EU).

Conducts, commissions and collates research to build the case for mandatory labelling

- Commissions research as necessary to support the objective
- Conducts research and collates knowledge in liaison with the Research Department to support the campaign
- Ensure that research is published in such a way to support the objective
- Ensure agreement between partner organisations on a proposed way of categorising types of livestock production in a way that will resonate with consumers
- Ensure agreement between partner organisations on a set of suggested labelling terms to meaningfully convey method of production to consumers in a way that will garner broad support
- Translating and testing suggested terms in the languages of the key Member States applicable for this campaign.

Raises the profile of the labelling issue through working with the media team

- Works with the media team at Compassion and in partner organisations to achieve favourable media coverage in target countries for the campaign.

Builds and mobilises a movement of key stakeholders in support of the objective, particularly in key EU Member States:

- Works to build support, particularly in key target Member States in the European Union (EU), which include: The United Kingdom, The Netherlands, Germany, France, Italy, Poland, Czech Republic and Denmark
- Works to mobilise support amongst key stakeholder/partner audiences for this project, which include: Animal welfare organisations, consumer groups, major retailers and other food companies, and our organisations' supporter-base of concerned citizens.

Manages and drives required lobbying initiatives

- Responsible for ensuring effective lobbying is applied to our strategic targets, which include the UK Government, the governments of other key EU Member States, the European Commission, the European Parliament, consumer groups in the UK and Europe, and major retailers and other food companies as necessary.

Line manages the campaigns/administrative support officer and other staff allocated

- Line manages the campaigns/administrative support officer

- Line manages other staff or volunteers that may, from time to time, be allocated to this project.

Responsible for the budget allocated to this project

- Responsible for ensuring effective budgeting, budget management and reporting.

Additional tasks

- As part of your employment you may be required to travel anywhere within the world in order to carry out the duties of your employment
- Due to the nature of the role, there may be a requirement to carry out some work out of office hours. This work is to be arranged in accordance with procedures
- Take due and reasonable care of oneself and others in respect of Health & Safety at Work
- Act in accordance with the principles of Compassion in World Farming's Ethical Policy
- In all work activities, comply with data protection legislation and Compassion in World Farming's requirements for the protection of personal information and the privacy of individuals
- Provide formal and informal training at the request of your line manager, senior manager or a director, on your areas of expertise, to other members of staff, work experience students, trustees etc.
- The job description is not exhaustive and you may be asked to carry out additional tasks which are appropriate to your job role, as required by your line manager.

*The Farm Animal Welfare Forum (FAWF) is funded by the Tubney Charitable Trust and brings together leading UK organisations working on farm animal welfare, including the RSPCA, the World Society for the Protection of Animals (WSPA), Bristol University, the Soil Association, the Food Animal Initiative (FAI), the Co-operative, and Compassion in World Farming.