

**Post Holder:**

<b>Job Title:</b>	Global Head of Media
<b>Contract Type:</b>	Permanent Full-time
<b>Location:</b>	Godalming, UK
<b>Department:</b>	Campaigns
<b>Reviewing Manager:</b>	Director of Campaigns

**Background:**

**Compassion in World Farming International** was founded in 1967 in England by Peter Roberts, a British farmer who became horrified by the development of intensive factory farming. Over 50 years ago, Peter decided to make a difference and take a stand against this farming system. In his lifetime, Peter saw the demise of veal crates and gestation crates in the UK, and in Europe achieved recognition that animals are sentient beings.

**Part 1: JOB PROFILE**

**1. OVERALL OBJECTIVE(S) OF THE POST**

Increasing public awareness of our issues, the organisation and the potential solutions as a way of driving change and ending factory farming. The role encompasses global work and sets the overarching media (press, tv, radio, web news, social media, celebrity) approach and strategy for the organisation. This includes leading media activities and messaging, supporting international offices' media staff, and driving continuous improvement in our reach and global impact.

Communications are jointly owned across the organisation, with each department having their own area of focus and expertise. The CEO External Affairs Team, the Food Business Directorate, Fundraising Directorate and Campaigns Directorate all independently generate their own content to a set organisational strategy. The Global Head of Media role sits between all of these teams and ensures that these external communications are coordinated for best impact, constantly looks for improvement to our ways of working, and has oversight of and delivers the annual communications plan.

Compassion's media profile in the area of farmed animal welfare is already exceptional. The Head of Media will build on that success and instil a culture of reactive media work into the team—a culture that reacts quickly to breaking stories and steers the media conversation towards regenerative agriculture and meat reduction as a solution to the problems of pollution, climate change and biodiversity loss. This will mean devising new ways of working, building our profile with journalists that cover food systems and environmental issues, and operating in a fast-paced media environment.

### 2. POSITION IN ORGANISATION

- Reports to the Director of Campaigns, member of the Campaigns Department
- Ownership of communications across the organisation is split between the CEO External Affairs Team and the Campaigns, Food Business and Fundraising Directorates. The Global Head of Media role focuses exclusively on campaigns and policy media and communications work.
- Responsible for the line management of the HQ Media team – currently 1 post, with the expectation of a second in the near future. Matrix management of the UK Senior Comms Manager. Steering, support, coordination, advice and guidance of those with a media function across our country offices.
- Chairs and sets the agenda for the Global Communications and Social Media group.
- Collaborates closely with the Special Advisor to CEO to deliver aligned social media content, and often works with the CEO directly on both reactive and planned media opportunities.

### 3. SCOPE OF JOB

- Overall responsibility for driving international media activity and results, including press, tv, radio, social media, campaign press stunts (with Head of Public Campaigns), web 'news' content, and supporting the CEO's External Affairs communications.
- Creation, development and oversight of outstanding media strategies, particularly in relation to our major campaigns, with support from Director of Campaigns and peer colleagues.
- Strategic overview of media, including detailed knowledge of the roll out of each campaign, both at HQ and internationally.
- Monitoring and evaluation of media work and producing reports and information on the media work of the organisation for internal audiences.
- Enhancing the public profile and perception of Compassion in World Farming and in particular that of its Global Chief Executive.
- Maximising media opportunities and media integration across key sectors of operation, including international offices, and Campaigns, Food Business and Fundraising. Reports back on progress to the Communications and Branding Steering Group.
- Ensuring excellent co-ordination with the Policy team and Public Campaigning team, with the leaders of these teams, responsible for the delivery of campaign outcomes and objectives.

### 4. DIMENSIONS & LIMITS OF AUTHORITY

- Responsible for media budget.
- Responsible for the direction and management of the Media team.
- Sign off on all media materials, with authority for issuing these. This sign off can and should be appropriately delegated to teams in-country.
- Engages with all organisational activities that may provide a platform for enhancing the organisation's and the Global CEO's public profile and perception.
- Overview of all campaign related media communications, in whatever form (not including fundraising communications)
- Leads on the media processes across the organisation, e.g. media protocol, crisis comms protocol, comms calendars etc.
- Suggests action to take on difficult cases.

**5. 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
<b>Proven Ability</b>	
<ul style="list-style-type: none"> <li>• Proven ability to work in a fast-paced press office that creates media opportunities by reacting to breaking news.</li> <li>• Demonstrable experience in a senior media role</li> <li>• Strong strategic capacity</li> <li>• Background in Public Relations</li> <li>• Team leadership</li> <li>• Advisor to senior management and CEO on PR matters</li> <li>• Creating campaign messaging and shaping complex ideas for public consumption, including campaign branding</li> </ul>	<ul style="list-style-type: none"> <li>• Experience of working in a non-English speaking markets</li> <li>• Experience of having successfully managed an organisation’s relationship with a PR agency</li> <li>• Working within a coalition</li> <li>• Experience being a media spokesperson</li> </ul>
<b>Qualifications &amp; Training</b>	
<ul style="list-style-type: none"> <li>• Educated to degree level or equivalent</li> </ul>	<ul style="list-style-type: none"> <li>• Professional journalistic or PR qualification (CIPR or CIOJ)</li> </ul>
<b>Other Skills &amp; Abilities</b>	
<ul style="list-style-type: none"> <li>• Excellent communications skills</li> <li>• Ability to develop and implement media strategies</li> <li>• Ability to manage budgets</li> <li>• Capacity to work within a team to deliver organisational aspirations</li> <li>• Excellent proof-reading skills</li> <li>• Strong interpersonal and communication skills, both oral and written, to engage with internal and external contacts at all levels</li> <li>• Able to deal sensitively, assertively and diplomatically with people</li> <li>• Good relationship building skills</li> <li>• Ability to work on own initiative and deliver to deadlines</li> <li>• Able to implement recommendations in support of global organisation, directorate and personal goals</li> <li>• Very strong leadership skills, including delegation and collaboration</li> </ul>	<ul style="list-style-type: none"> <li>• Proven ability to manage concurrent projects simultaneously in an effective manner</li> <li>• Proven relationship management and negotiation skills</li> <li>• Sensitivity to international social, cultural and legal issues</li> <li>• Commissioning skills</li> <li>• Media training skills</li> <li>• Proficiency in European language(s) other than English</li> <li>• Experience of using a CRM, preferably Salesforce.</li> </ul>
<b>Personal Qualities</b>	
<ul style="list-style-type: none"> <li>• Positive, collaborative disposition</li> <li>• Approachable and adaptable</li> </ul>	

<ul style="list-style-type: none"> <li>• Team player</li> <li>• Compassionate to people and animals</li> <li>• Persuasive advocate</li> <li>• Innovative and creative</li> <li>• Enjoy working in a fast-paced environment</li> </ul>	
Other	
<ul style="list-style-type: none"> <li>• Demonstrable interest in Farm Animal Welfare issues and / or a desire to know more</li> </ul> <p>-OR-</p> <ul style="list-style-type: none"> <li>• Able to display passion for animal welfare</li> <li>• Be prepared to assist with other projects such as conferences, functions and demonstrations.</li> </ul>	

**Part 2: DUTIES AND KEY RESPONSIBILITIES**

**6. PRIMARY RESPONSIBILITIES**

Essential duties and responsibilities include the following: Other duties may be assigned.

**Development**

- To play a key role in the strategic development of Compassion in World Farming, particularly focusing on developing increased public awareness, through mainstream media, of Compassion and our campaigning objectives.
- To ensure that Compassion’s activities and messaging engage the public to achieve impactful coverage of our issues and influence public opinion, as well as those who shape, make or fund public policy relating to farm animal welfare.
- Ensure good co-ordination and alignment of public facing campaigning activities with colleagues.
- To support the Food Business Directorate in securing quality coverage in the food industry sector media in support of our organisational aim to place farm animal welfare at the heart of the food industry.
- To provide strategic assistance, support and training for Compassion’s international staff to empower them to deliver effective public facing work in their countries.
- To ensure the fundraising teams, particularly major gifts, have the information they require for stewardship of their audiences.

**Raising Awareness and Profile of Compassion.**

- Develop relationships with key staff, journalists and celebrities.
- Manage all HQ Media team staff and external agencies employed by those teams.
- Sign-off (or delegate) all public facing media materials including messaging, media releases, quotes, social media videos, etc.
- Assist or lead on the creation of new campaign brands.
- Maintain and improve out-of-hours, and quick response service from the Media team.
- Develop and implement crisis management systems and plans, and day-to-day media protocols

- Coordinate media interviews, briefings for staff about to conduct interviews with the media, and organise media training for Compassion staff.
- Support the Director of Campaigns in the development of policy and position statements when appropriate.
- Evaluate the work of the Media team against key performance indicators.

### **Staff Development**

- To ensure appropriate staff development and training, including where required specialist media coaching.
- To delegate tasks that fall with your scope effectively across the teams.
- Personal development: to manage workload effectively, with support from Director of Campaigns to ensure healthy work-life balance and feasible portfolio of activities.

### **Administration**

- To ensure the correct maintenance of the department's budgetary and other records, including CRM.

## **7. CIWF Values**

### **Core Values**

Treats people with dignity & respect

Maintains high ethical standards

Demonstrates commitment to Compassion in World Farming's mission and goals.

### **Core Competencies**

Communication – level 3

Working with People – level 3

Drive for results – level 3

### **Functional Competencies**

Leading and supervising – level 3

Relating and Networking – level 3

Planning and Organising – level 3

Adapting and responding to change – level 3

Formulating strategies and concept – level 3

## **8. ADDITIONAL TASKS**

To assist with other departmental duties where necessary, as listed below:

- 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
- 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
- Act in a manner that enhances the work of the Compassion in World Farming and its overall public image
- 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 SMT, on your areas of expertise, to other members of staff, work experience students, trustees etc.
- Contribute to the overall aims of Compassion in World Farming at a senior level

- Take initiative to establish constructive relationships with media and other organisations
- The job description is not exhaustive and you may be asked to carry out additional tasks which are appropriate to your experience, as required by SMT
- 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