

Post Holder:	Vacant
Job Title:	Global Campaigns Manager
Contract type:	One Year Fixed Term - Full-time
Location:	UK or EU (subject to in country payroll availability)
Department:	Campaigns
Reporting to:	Global Head 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.

OVERALL OBJECTIVE(S) OF THE POST

Compassion in World Farming International is a global farmed animal welfare environmentalist organisation which is campaigning for an end to factory farming internationally – for animals, people and planet.

The purpose of this role is to help end intensive farming - the biggest cause of animal suffering and a prime driver of devastating climate change. This role will contribute by supporting the management, development, planning, communicating, coordinating and implementation of innovative and effective campaigns across Compassion in World Farming's global work. You will influence and mobilise supporters to take action to influence public policymakers, citizens and media on a national, European and international basis to create lasting change for animals and the environment.

This position is part of an international organisation which is headquartered in Godalming, UK. Ideally, the successful candidate will be based in our Godalming headquarters once the office reopens, but we will also consider remote home working arrangements from the UK, Netherlands, France, Italy, Spain, Germany, Brussels and Poland. Applicants must have the right to work in the location. Please note that the remuneration quoted is for a UK based employee. This may be adjusted for other European countries as appropriate and in line with our country office benchmarking.

Part 1: JOB PROFILE

1. POSITION IN ORGANISATION

- Reports to Global Head of Campaigns
- Develops strong and effective working relationships with all members of the Campaigns team, the Fundraising team, the Food Business team, the mainland European and International offices and coalition partners in order to be able to plan and conduct successful campaigns.
- Develops strong relationships with third party agencies and suppliers as relevant to campaign delivery e.g. communications agencies.
- Liaises effectively with the relevant Supporter Engagement Team staff to ensure that we provide an excellent service to our supporters at all times.
- Develops and nurtures good working relationships with volunteers, interns and active supporters.
- Builds and maintains good working relationships with other stakeholders (e.g. NGOs, industry representatives, celebrities).
- Liaises with Trustees / Directors and third parties as required.
- Provides direction and supervision of volunteers in the office or during external events.

2. SCOPE OF JOB

- Contribution to departmental strategic planning.
- Management of entire campaign, or certain aspects of large scale, cross departmental campaigns.
- Support delivery of Campaigns team objectives.

3. DIMENSIONS & LIMITS OF AUTHORITY

- Responsible for administration and development of assigned campaign budgets.
- Responsible for provision of regular campaign reports for dissemination to other staff, directors etc. to contribute to the Board reports, monitoring and evaluation of the assigned campaigns projects.
- May periodically manage a direct report and/or short-term consultants.

4. PERSON SPECIFICATION

ESSENTIAL	DESIRABLE
Knowledge	
<ul style="list-style-type: none"> • Proven track record of leading and implementing successful campaigns (at least two years in a similar role) • Good knowledge of the repertoire of techniques available for digital campaigning. • Excellent understanding of working in/with NGOs or charitable organisations • Thorough understanding of working with volunteers and supporters • Experience of effectively managing online communities and engaging supporters 	<ul style="list-style-type: none"> • Knowledge of key farm animal welfare issues, food systems and environmental issues caused by factory farming • Knowledge of political institutions • Experience of movement building in the context of campaigning • Experience of dealing with the media • Experience of managing budgets • Proven track record of international campaigning

<ul style="list-style-type: none"> • Experience of engaging with businesses in relation to campaign objectives • Experience of working with creative agencies • Excellent spoken and written English 	
<p>Education/Qualification and Training</p>	
<ul style="list-style-type: none"> • Educated to degree level or equivalent • Excellent IT skills including Word, Excel, PowerPoint as a minimum 	<p>Web based IT skills including:</p> <ul style="list-style-type: none"> • Ability to produce clear and concise written material for a range of audiences including media, web, and email broadcasts • Familiarity with digital campaigning methods and platforms (such as e-activist by Engaging Networks) • Proven experience of using social media in a campaigning capacity • Running a social media account to engage existing and new online audiences
<p>Skills and Abilities</p>	
<ul style="list-style-type: none"> • Highly innovative and creative, in the context of campaigning • Ability to write compelling copy for various audiences including supporter emails, politicians and press releases. • Ability to work well under pressure and to deadlines • Ability to lead and coordinate multi-disciplinary teams • Excellent project management skills • Excellent levels of written and spoken English • Ability to develop and communicate strong and effective communications strategy for campaigns • Excellent presentation and public speaking skills • Good organisational skills • Strong interpersonal and communication skills, both oral and written 	<ul style="list-style-type: none"> • Event management • Media skills – radio, TV etc. • Good knowledge of successful global campaigns • Experience of successful lobbying • Good facilitation and negotiating skills
<p>Personal Qualities</p>	
<ul style="list-style-type: none"> • A passion for campaigning • Positive and confident disposition, speaking the truth to power and believing the world can be changed for the better • Approachable and adaptable • Supportive of colleagues <p>Able to take a pragmatic and solution-focused approach</p>	<p>Track record of leadership</p>

Part 2: DUTIES AND KEY RESPONSIBILITIES

5. PRIMARY RESPONSIBILITIES

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

Contribution to strategic planning

- Works closely with the Head of Campaigns and other colleagues on the strategic planning of campaigns which enable Compassion in World Farming to achieve its objectives.
- Provides effective leadership for certain project streams within campaigns.
- Identifies effective strategies for achieving assigned campaign objectives.
- Designs activity in line with the campaign's objectives.
- Designs and coordinates monitoring and evaluation of campaigns.

Campaign Management

- Ensures full cooperation and support from other relevant departments/offices on assigned campaigns.
- Maintains up-to-date knowledge of factory farming issues and campaigning techniques.
- Ensures the effective cross department/office information flow on assigned campaigns.
- Writes and edits copy (supporter emails, web pages, press releases, etc) on campaign various campaign topics.
- Innovates and originates new campaigning tactics, approaches and materials.
- Leads campaign implementation, drawing from a full range of campaigning methodologies and takes project management responsibility for designated areas of the End the Cage Age campaign, as well as any other campaigning areas that might be assigned.
- Manages the creation of website and social media content.
- Effectively lobbies and influences policy makers and shapers in line with campaign objectives.
- Acts as spokesperson for Compassion in World Farming.
- Builds and maintains relationships with potential partners.
- Remains up-to-date with new campaign tools and techniques through personal research and the identification of available training courses or workshops.

6. 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 2

Working with People – level 2

Drive for results – level 2

Functional Competencies

Persuading and influencing – level 2

Relating and Networking – level 2

Planning and Organising – level 2

Applying technical expertise – level 2

Creating and innovating – level 2

7. 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. Travel, particularly within Europe, may be required at short notice.
- 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.