

Post Holder:
Job Title: Senior Campaigns Manager
Department: Compassion UK
Location: HQ Godalming
Reporting to: Head of UK

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.

1. OVERALL OBJECTIVE(S) OF THE POST

The purpose of this role is to help end factory farming in the UK. This role will contribute by leading, planning, communicating, coordinating and successfully implementing innovative and effective campaigns. The main aim is to influence public policy-makers on a national basis.

2. POSITION IN ORGANISATION

- Reports to Head of UK.
- Develops strong and effective working relationships with the HQ Head of Campaigns, UK Senior Policy Manager, UK Senior Media Manager, and the Head of UK Fundraising in order to be able to plan and conduct successful campaigns.
- Works closely with Head of Digital to develop the digital strategy for our advocacy campaigns
- Line-manages UK Digital Campaigner
- Develops strong relationships with third party agencies and suppliers as relevant to campaign delivery e.g. communications agencies.
- Liaises effectively with the relevant Supporter Services officer(s) to ensure that excellent customer service is maintained at all times.
- Develops and nurtures good working relationships with active supporters.
- Builds good working relationships with other stakeholders (e.g. NGOs, industry representatives, celebrities) in coordination with the Senior Policy Manager, as identified by the campaign strategies through information, skill sharing and collaboration.
- Liaise with external creative agencies and others as appropriate to deliver the tasks, including negotiation of contracts
- Identify synergies between global campaigns and UK campaigns set out in the UK Strategic Plan
- Where appropriate, provides direction and supervision of volunteers in the office or during external events

3. SCOPE OF JOB

- Contribution to departmental strategic planning
- Management of specific cross-organisational campaigns
- Management of specific campaigns

4. 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.

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
Knowledge	
<ul style="list-style-type: none"> • Proven track record of leading and implementing successful campaigns • Excellent understanding of working in/with NGOs or charitable organisations • Thorough understanding of working with volunteers and supporters 	<ul style="list-style-type: none"> • Good knowledge of environmental and/or farm animal welfare issues within the UK • Familiarity with third party campaigning websites (38 Degrees etc.) • Good knowledge of UK political institutions
Education / Qualifications & Training	
	<ul style="list-style-type: none"> • Educated in global issues, environmental and animal welfare matters
Skills & Abilities	
<ul style="list-style-type: none"> • A passion for campaigning • Excellent understanding of digital campaigning tools • Ability to work well under pressure • Ability to lead and coordinate multi-disciplinary teams • Excellent project planning and implementation skills • Ability to develop and communicate strong and effective communications strategy and campaigns • Ability to inspire and influence others • Excellent written and analytical skills • Good facilitation and negotiating skills • Good organisational and delegation skills • Strong interpersonal and communication skills, both oral and written • Ability to develop powerful communications toolkits and campaigns • Ability to present campaigns in media interviews and for social media • Very good IT skills including Microsoft Office applications and internet • A creative approach with the ability to develop new ideas 	<ul style="list-style-type: none"> • Demonstrable interest in farm animal welfare issues and / or a desire to know more • Good understanding of database development and management • Good knowledge of successful campaigns • Experience of UK lobbying • Good presentation and public speaking skills • Familiarity with potential partners in animal welfare and environmental movements
Personal Qualities	
<ul style="list-style-type: none"> • Positive and confident disposition • Assertive and articulate • Approachable, flexible and adaptable • Supportive of colleagues 	

6. PRIMARY RESPONSIBILITIES

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

Contribution to strategic planning

- Works closely with the Head of UK and other members of Compassion UK on the strategic planning of Public Affairs campaigns which enable Compassion in World Farming to achieve its five year objectives in UK sustainable farming policy.
- Assists in the ongoing development of the UK Strategic Plan
- Identifies effective strategies, priorities and capacity to achieve assigned campaign objectives.
- Designs campaigns in line with the scope of the programme strategies and five year plans.
- Designs and coordinates monitoring and evaluation of assigned campaigns.
- Liaises with the HQ Campaigns team to plan and execute support for global campaigns
- Liaises with the Senior UK Fundraising Manager to coordinate campaigns and fund-raising appeals where possible
- Identifies opportunities to work across international boundaries, e.g. with other Compassion offices

Management of cross departmental campaigns

- Ensures full cooperation and support from other relevant departments on assigned campaigns.
- Ensures the effective cross-departmental information flow on assigned public affairs campaigns.
- Ensures the smooth running of the project planning process: organises meetings, circulates minutes, briefings and other relevant information.

Management of Public Affairs campaigns

- Leads campaign implementation and takes full project management responsibility for assigned campaigns.
- Manages the development and production of materials and tools to support agreed campaign projects in order to raise awareness and to exert pressure for changes in legislation and behaviour relating to farm animal welfare issues among Compassion in World Farming supporters, consumers, the public, the farming & food industry and governments.
- Manages and works with the UK Digital Campaigner to optimise digital aspects of campaigns
- Works closely with Media and Digital teams.
- Works closely with the relevant supporter services officer to mobilise and engage active supporters in Compassion in World Farming campaigns.
- Prepares and oversees campaign events.
- Acts when appropriate as spokesperson for Compassion in World Farming.
- Works closely with the Senior Policy Manager to develop letter-writing campaigns, petitions and events calling on politicians to work for legislative change; and take part in lobbying meetings with politicians.
- Liaises with the HQ Campaigns team to maximise synergies and benefit from joint campaign tools
- Maintains up-to-date knowledge of farm animal welfare and campaigning techniques.
- Remains fully briefed with regards to farm animal developments in the assigned subject area through working closely with the research and education department and relevant external bodies and through identification of available training courses or workshops.
- Remains up-to-date with new campaign tools and techniques through research and identification of available training courses or workshops.

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

Persuading and influencing – level 3

Relating and Networking – level 3

Planning and Organising – level 3

Applying technical expertise – level 3

Creating and innovating – 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 in the UK (or occasionally abroad) in order to carry out the duties of your employment. Travel 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 yourself 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