

Job Title: Campaigns Manager
Job Type: Full-time; Permanent; Exempt
Location: Remote within Continental United States
Department: Campaigns
Line Manager: US Head of Campaigns
Salary: \$46,000 - \$53,000
Closing Date: July 16, 2021

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. Building upon the organization's storied legacy in the UK, Compassion in World Farming USA was launched in 2012 to bring much needed change to the epicenter of modern industrial agriculture. We are a team of strategic bridge builders working to reverse the interconnected and devastating consequences of factory farming, harnessing our technical expertise and the power of partnership to bring together an inclusive coalition of advocates, consumers, farmers, companies, and institutions. From corporate boardrooms to the halls of government to news feeds, we work tirelessly on the ground to establish an innovative and resilient food system that is compassionate, fair, and regenerative for our planet and all its inhabitants.

The purpose of this role is to support the development, planning, communicating, coordinating and implementation of innovative and effective campaigns that creates change for animals, people, and the planet. This role manages Compassion USA's campaign activities and supports corporate outreach goals and relevant legislative or policy initiatives. Storytelling through social media, video and other materials is key to the role.

Primary Responsibilities and Duties

Manage public campaigns to drive change for farmed animals: 40%

- Build and deliver campaigns that engage the public and influence public opinion, as well as those who shape, make or fund public or corporate policy relating to farmed animal welfare.
- Manage action alerts to reduce farmed animal suffering.
- Manage Compassion's diet change campaigns.
- Establish and manage US involvement in global UN sustainability work.
- Create and maintain strong engagement for action alerts.
- Create and promote campaign videos and lead the collaboration with external videographers.
- Track and report digital engagement metrics.
- Work in collaboration with the fundraising team to engage new supporters.

Raise awareness and profile of Compassion USA: 20%

- Deliver and update web content.
- Support in the maintenance of Compassion's social media accounts.
- Assist in thought leadership promotion to maintain Compassion USA's reputation as a go-to expert in farmed animal welfare.
- Act as a media spokesperson where required.

Supportive Legislation and Policy: 20%

- Seek out and deliver new opportunities to influence public policy and legislation for farmed animal welfare in the USA (either local, regional, or national) and mobilize our supporters and the media to help achieve those policy aims.
- Support coalition efforts to secure state ballot initiatives that ban the sale of products from cruelly confined animals.
- Directly lobby government on issues that impact farmed animal welfare in the US.

Work in collaboration with the Global Headquarters in the UK: 10%

- Develop and deliver appropriate campaigns for the USA team in support of the global strategy, and proactively seek opportunities to collaborate with the global organization on campaigns.
- Develop excellent relationships between the USA Campaigns Team and the functional teams at HQ.

Staff Management and Development: 10%

- Line-manage Public Engagement Coordinator.
- Manage professional development of direct reports.

Position Requirements

- Bachelor's degree in communications, public policy, or related field, or equivalent work experience.
- Experience with managing marketing communications through digital channels (e.g., social media, video editing, email, CRM tools, etc.).
- Experience creating campaign messaging and shaping complex ideas for public consumption.
- Familiarity and interest with the political/lobbying mechanisms in the USA.
- Strong communication skills and the ability to interact professionally with a diverse group of stakeholders.
- Self-motivation with ability to work well independently and under pressure, manage multiple projects simultaneously, and meet deadlines.
- Commitment to our mission and vision to end factory farming.
- Track record of working on animal welfare, food or farming issues (desireable).
- Experience of having successfully managed an organization's relationship with a creative agency (desireable).
- Experience working within a coalition (desireable).
- Experience as media spokesperson (desireable).
- Experience with lobbying (desireable).

Benefits Package

Compassion in World Farming provides one of the strongest **benefits packages** in the animal protection movement, which includes:

- A comprehensive, nationwide health insurance plan that covers individuals, spouses, and families.
- 25 vacation days annually (plus eight federal holidays and two additional floating holidays).
- Four weeks of sick leave.
- Paid parental leave, comprised of 12 weeks paid and an additional 12 weeks unpaid.
- A 403b retirement plan with a 2% employer base contribution.
- A remote work environment with flexible schedules.
- A welcoming and collaborative culture in a global organization spanning nine countries.

To apply, please answer the following questions and send along with your resume and cover letter to jobs@ciwf.com with "Campaigns Manager" in the subject line.

1. Why do you want to work at CIWF?
2. What relevant experience do you have to succeed in this role?
3. To what do you attribute your past successes?
4. What are your salary expectations?

Compassion in World Farming is an equal opportunity employer, and supports the facilitation of diversity, representation, and inclusivity within the animal protection movement. Compassion does not and shall not discriminate on the basis of race, color, religion (creed), gender, gender expression, age, national origin (ancestry), disability, marital status, sexual orientation, or military status, in any of its activities or operations. These activities include, but are not limited to, hiring, and firing of staff, selection of volunteers and vendors, and provision of services. We are committed to providing an inclusive and welcoming environment for all members of our staff, volunteers, subcontractors, vendors, and clients. Applications from members of underrepresented groups are encouraged.