



## **Program Manager, Wildlife. Not Pets**

### **Location: Toronto**

World Animal Protection is one of the world's largest international animal welfare organizations. We want to see a world where every animal lives free from suffering.

For over 50 years we have moved the world to protect animals. We protect animals because we believe a sustainable future for the planet can only be achieved if both animals and people are part of the solution.

We stop the exploitation of wild animals for entertainment and profit. We protect pets and working animals in communities across the globe. We campaign for better farm animal welfare and fight against factory farming. We also help animals when disaster strikes.

We employ 300+ people worldwide and we're growing. 2019 will be an incredibly exciting time as we continue to deliver on a strategy that aims to place animal welfare amongst the biggest global issues of our time.

## **Program Manager, Wildlife. Not Pets**

### **The Role**

The Program Manager for the Wildlife. Not Pets Campaign is responsible for delivering high impact social change campaigns aimed at improving the lives of thousands of wild animals that suffer in the global exotic pet trade.

Reporting to the Campaign Director in Canada, the Program Manager will lead the development and implementation of a local campaign in collaboration with international colleagues and staff in the Programs, Fundraising, Finance and Communications Departments in Canada.

### **Qualifications**

We are actively seeking a professional with proven experience in delivering creative, high impact social change campaigns that have successfully moved businesses and/or governments to commit to positive behaviour/policy change. The ideal candidate possesses the following skills/traits:

- Proven experience using a range of campaign tactics to influence companies and/or governments to change their policies.
- Capable of delivering national campaign activities and meeting tight deadlines by working with staff across different departments and external agencies and stakeholders.
- Strong project management, monitoring and evaluation and budgeting skills.
- Experience acting as a spokesperson to media and liaising with corporate, government and other external stakeholders.
- First class analytical skills - able to assimilate and analyze information quickly and accurately to effectively inform campaign tactics and strategies.
- Experience working for an international NGO is an asset.
- Knowledge of animal welfare is an asset; however, it is not required. At a minimum, you must be passionate about the cause and strongly committed to the vision and approach of World Animal Protection.

Responsibilities include:

- Lead the development and tactical delivery of the local Wildlife. Not Pets campaign working with International colleagues and the Director of Campaigns in Canada to ensure alignment with the global strategy.
- Work with colleagues to develop inspiring and innovative projects that realize the local and global campaign strategies.
- Act as the central point of contact for organizational activity relating to the campaign.
- Maintain relationships with a network of key external stakeholders relevant to the execution of the global campaign and specific project objectives.
- Manage all project activity ensuring campaign activities are on schedule and within budget and reported on using organization wide systems.
- Ongoing analysis of campaign tactics and activities to strengthen and identify strategic opportunities to engage Canadians and key stakeholders in our campaign.
- Promote a culture of campaigning in order increase World Animal Protection's impact, influence and profile and support colleagues to do the same.
- Actively participate in building the organization's brand to support our profile, lead generation, income and engagement.
- Help secure resources (income) and reach (people and partnerships) by actively contributing to the organization's supporter relationships, fundraising, communications, and donor reporting activities.

### **How to Apply**

The deadline for submissions is February 11 2019.

Please send your resume and salary expectations to [resumes@worldanimalprotection.ca](mailto:resumes@worldanimalprotection.ca). Please put Program Manager in the subject line. We thank all applicants for their interest, but only those chosen for an interview will be contacted.

Please note that all candidates must have the right to work in Canada. We will not be able consider candidates who do not have the eligibility to work in Canada.

World Animal Protection is committed to providing equal opportunities for everyone regardless of their background. We value diversity and welcome applications from all sections of the communities.