

## Campaign Mobilisation Advisor (Social Marketing & behavioural Insights)

London, Nairobi or The Hague

2-year fixed term contract

Salary: please see how to apply section

Closing date: Midnight 24<sup>th</sup> January 2019



### The role

In this role, you will use your expertise in social marketing and behaviour change to help design audience research, manage external agencies that are carrying out the studies, and present the findings back to our international campaign teams. You will also lead on interpreting the key findings from the insights and make proposals to the campaign teams on how the results can be turned into effective campaign tactics.

You will be part of a global team responsible for supporting all our campaigns in this way, reporting to the Head of Campaign Mobilisation (based in London), and you will contribute to a number of campaign teams working on a variety of animal welfare issues across the world.

The use of social marketing in our campaign design is growing at World Animal Protection and this is great opportunity to be on the forefront of designing even more effective global campaigns for this worldwide organisation.

### Key responsibilities:

- Lead on the design of consumer/audience research
- Manage external agencies as they gather audience insights
- Interpret findings, deliver workshops and creative brainstorming sessions with cross functional teams to turn the insights into campaign tactics
- Draw up reports and findings for the campaign teams detailing the mobilisation plan.

### Requirements:

- Experienced and highly motivated social marketing specialist, with a proven track record in developing and delivering campaign mobilisation approaches to achieve specific outcomes.
- Team player with excellent project management and co-ordination skills and ability to develop and maintain good working relationships across internal departments and teams.
- First class analytical and decision-making skills - able to assimilate and analyse information quickly and accurately to effectively inform campaign tactics and strategies.
- Excellent verbal, written and presentation skills, including written and spoken English.
- Works well under pressure of deadlines.
- Flexible to undertake international travel.

## How to Apply

*The salary for London is circa £36,000 per annum pro rata. Should you be applying from Nairobi or The Hague please detail your salary requirement in your cover letter.*

If you want to be part of our dynamic organisation and help us move the world to protect animals then please send us a copy of your CV, salary expectation and cover/motivation letters addressing your skills and experience relative to the role to [recruitment@worldanimalprotection.org](mailto:recruitment@worldanimalprotection.org)

Due to the large volume of applications that we receive, we will not be acknowledging receipt of your application. If you do not hear from us within 3 weeks of the closing date, please consider your application as unsuccessful.

World Animal Protection is an equal opportunity employer and committed to providing equal opportunities for everyone regardless of their background.

The successful candidate must have permission to work in the position location and we won't be able to consider candidates who do not have eligibility to work in the position location.

### **Who are we?**

We are World Animal Protection.

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.

Our vision is a world where animals live free from suffering. We are working to help people to see how important animals are to all of us.

We are determined to influence decision makers to put animals on the global agenda and inspire people to change animals' lives for the better. Today we're working on projects to end animal suffering by helping governments and communities to protect and care for their animals.