

## Job Description

# CAMPAIGN MOBILISATION ADVISOR



**We are** World Animal Protection.

**We end** the needless suffering of animals.

**We influence** decision makers to put animals on the global agenda.

**We help** the world see how important animals are to all of us.

**We inspire** people to change animals' lives for the better.

**We move** the world to protect animals.

World Animal Protection is a truly global organisation, working in over 50 countries across the world, with offices in every continent. Our vision is a world where animal welfare matters and animal cruelty has ended. 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.

**Job Title:** Campaign Mobilisation Advisor

**Location:** Flexible depending on strategic need

**Reports to:** Head of Campaign Mobilisation

**\*Technical/Professional Accountability to:** Heads of Campaign as applicable

**Reportees:**  
To be determined

**\*Technical/Professional Reports:**  
To be determined

**Budget holder:** Yes (*project budget*)

**Global/Local<sup>1</sup>:** Global

### Main Purpose of the role

The Campaign Mobilisation Advisor provides psychological behaviour change expertise and techniques across the range of World Animal Protection's global campaigns. They will work flexibly through global virtual campaign teams to deliver World Animal Protection's strategic global campaigns, leading and supporting the tactical delivery of campaign mobilisation. They will develop inspiring and innovative approaches which realise campaign strategies and manage associated project activity, acting as the interface between the programmes and fundraising and communications teams.

The Campaign Mobilisation Advisor plays a key role in the global virtual campaign teams to which they are assigned. They must be able to demonstrate the ability to achieve individual and organisational objectives and targets through the use of effective behaviour change techniques.

Accountabilities

- Behaviour change and project management including; input into campaign strategy development & delivery and specific support for the implementation of tailored mobilisation approaches
- Ensuring campaigns are informed by and capable of achieving global strategic objectives associated with campaign mobilisation and movement building
- Project & geographical efficiency
- The role holder will comply with the organisation's policies and procedures.

## Duties and Responsibilities

### *Functional*

- Work with the Head of Campaign Mobilisation, the global virtual campaign teams and all other internal stakeholders to enable the development and delivery of innovative campaign and project level campaign mobilisation, capable of meeting World Animal Protection's strategic mission and movement goals.
- Work within allocated global virtual campaign teams to plan and deliver tailored and impactful campaign mobilisation behaviour change approaches.
- Ensure the strategic project goals are delivered in a timely and effective manner in co-operation with the global virtual campaign team and all other relevant staff.
- Provide co-ordination and support to World Animal Protection offices delivering global campaigns, to ensure effectiveness, consistency and that all delivery is in support of World Animal Protection's organisational goals.
- Contribute to the development of effective tools and technical support for the campaigns working closely with global virtual campaign teams and technical advisors.
- Maintain relationships with a network of key external stakeholders relevant to the execution of the global campaign mobilisation objectives.
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- Carry out administrative duties in relation to campaign mobilisation activities e.g. budget management, contract development, event management, monitoring and evaluation and reporting and any other tasks as reasonably requested.
- Maintain a strong knowledge of current affairs relating to the campaigns, identifying opportunistic campaign amplification and actions.
- Develop and maintain a strong understanding and knowledge of social marketing techniques

### *Management*

- Practice strong integrated working across functions and geography.
- Maintain project management approaches which facilitate open, effective and timely communication
- Support the Head of Campaign Mobilisation in ensuring the development and implementation of consistent approaches that contribute to the organisation's global strategy.

### *Finance*

- Manage all assigned project activity within budgets.
- Take overall responsibility for the effective and efficient management of delegated budget in accordance with World Animal Protection's financial procedures and local governance regulations.

### Organisational responsibilities

- Delivery of World Animal Protection's Global Strategy across the core themes of Mission, Movement & Transformation in a global, matrix environment.
- Work cooperatively with external organisations, teams within World Animal Protection and in the wider animal welfare movement to pursue programme objectives and wider organisational goals, including those relating to brand, communications, fundraising and resource management.
- Actively participate in building our brand and maintain the integrity of our brand to support our profile, lead generation, income and engagement.
- Help secure resources (income) and reach (people and partnerships) by actively contributing to our supporter relationships, fundraising, communications, and donor reporting.
- Actively participate and support the organisation to ensure that we manage our resources (financial, staff and IT) efficiently and effectively by improvement of systems, reporting and compliance.
- Contribute to a learning culture and create a positive working environment for staff.
- The role holder will from time to time be required to undertake any other duties that are within the scope of this role.
- Take responsibility for their own health, safety and welfare, comply with H&S policy and procedures, and not act in any way that compromises the safety of themselves, colleagues or the public.
- The post holder may be required to travel internationally to provide support or participate in World Animal Protection's activities as and when required.

### Skills and Experience

#### *Essential*

- Experienced and highly motivated social marketing specialist, with a proven track record in developing and delivering campaign mobilisation approaches to achieve specific outcomes.
- Experience in the design and development of impactful (preferably global) behaviour change approaches that have achieved change."
- Experience in the design and development of impactful (preferably global) campaign mobilisation approaches that have achieved change.
- Experience in the operational and tactical delivery of (preferably global) campaign mobilisation approaches to a high standard.

- Team player with excellent project management and co-ordination skills and ability to develop and maintain good working relationships across internal departments and teams.
- Strong communicator, and able to constructively engage external and internal stakeholders, to develop and deliver project solutions.
- 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.
- Experience of creating and managing budgets.
- Works well under pressure of deadlines.
- Flexible to undertake international travel.
- A passion for animal welfare and a strong commitment to the aims and values of World Animal protection

### *Qualifications*

- Educated to degree level is preferable

### *Desirable*

- Knowledge of communications, fundraising or marketing disciplines.
- Experience of working effectively with colleagues and external stakeholders in different countries and different cultural contexts.
- High level of awareness of global and regional social, economic, political and environmental issues relevant to animal welfare.
- Experience working within a matrix environment, across multiple projects in a medium/large sized organisation.
- Experience of working in an international NGO environment.

Last reviewed/updated: *08/05/17*

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\*World Animal Protection operates in a matrix environment. This means we routinely work with colleagues from different locations, business units and cultures in cross-functional and virtual teams.

!A **global role** works across geographic boundaries with a remit to enable the delivery of strategic organisational activity across the world, providing direct input and support at a local level as required. A **local role** is primarily focussed on the delivery of strategic organisational activity within a country or location, providing information and input to global strategy and directions as required.