

**Campaign Manager – Meat reduction**  
**Salary: \$65,000 to \$75,000 per annum**  
**Permanent**  
**Location: New York**  
**Closing Date: Open Until Filled**



### **Campaign Manager – The Role**

World Animal Protection works to end the suffering of animals in the US and around the world by working with governments, corporations and other organizations to improve policies to safeguard animals. In this exciting position, you will be at the forefront working in the US to protect animals from cruelty and exploitation.

As our campaign manager, you will be responsible for planning and implementing a new public campaign that inspires and educates the public, businesses and politicians to reduce meat consumption. This will involve overseeing project activity, ensuring work is on brand, on time and within budget as well as monitoring performance against objectives and reporting on effectiveness.

You will be part of a worldwide team that promotes a culture of campaigning for animals to increase our impact, influence and profile. As a prolific communicator, you will develop relationships with external stakeholders, experts and audiences to further our campaign objectives and to secure a lasting impact for animals across the world.

### **Campaign Manager – Requirements**

- An experienced and highly motivated campaigner, you will have led the design and delivery of strategic national campaigns, ideally with global campaigns experience or exposure, that have achieved change and specific outcomes.
- You will be a strategic thinker able to manage campaigns from concept through to completion.
- You will be an effective project manager, who is comfortable working with multiple stakeholders, controlling budgets and meeting deadlines.
- You will have excellent analytical and decision-making skills, and a passion for protecting farmed animals and nature.
- Knowledge of animal welfare, conservation or environmental issues would be an advantage, but you don't need to be an expert.
- International professional travel will be part of this role, which will involve working in our local, global offices.

*Join us in this exciting role and help us move the world to protect animals!*

## **How to Apply**

If you want to be part of our dynamic organization and help us move the world to protect animals, then please send us a copy of your CV 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 by the start of their employment.

## **Why work for us?**

We move the world to protect animals globally, but there are many other reasons to join our organization. We are truly a global organization with offices in Australia, Brazil, Canada, China, Costa Rica, Denmark, India, Kenya, the Netherlands, New Zealand, Sweden, Thailand, UK and USA. We employ over 380 people globally covering campaigns, media, fundraising, operations, finance, administration and human resources.

As well as competitive employee benefits we want our employees to grow with us and build their careers within World Animal Protection and therefore encourage internal applications. We have a strong track record of offering existing staff promotions as well as secondments and position changes within the organization.

## **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.