



## Job Description

### COMMUNICATIONS COORDINATOR

**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 animals live free from suffering. 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: **Communications Coordinator**

Location: **New York**

Reports to: **Communications Manager, US**

\*Technical/Professional  
Accountability to:  
**International High-Profile Relations Manager**

Reportees: **N/A**

Budget holder: **No**

\*Technical/Professional  
Reports:  
**N/A**

Allocation of work: **75% U.S. communications and media support; 25% global and U.S. high-profile (celebrity) relations support**

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

#### **Main purpose of the role**

World Animal Protection, one of the world's largest international animal welfare organizations, has an exciting opportunity for an energetic, self-starter to join our team as a **Communications Coordinator**. We have an ambitious strategy to move the world to

protect animals and are seeking talented and passionate individuals to join our team and help us reach this goal.

Working across 14 international offices, we are developing programs and launching campaigns that will improve the lives of millions of animals worldwide. Under the direction of the U.S. Communications Manager, the Communications Coordinator will play a key role in supporting all the organization's marketing and communications plans for World Animal Protection in the U.S.

The Coordinator will assist in building the profile of World Animal Protection through increasing our media coverage and opportunities, fielding incoming media opportunities, celebrity engagement, and brand marketing activities. There will be opportunity to work collaboratively with the digital marketing and fundraising departments to support an integrated approach to external outreach, growing the organization's target audiences, and generating increased awareness.

Additionally, the Coordinator will work closely with the organization's International High-Profile Relations Manager and the U.S. Communications Manager to support delivery of a high-profile relations (including celebrity relations) strategy. This will include assistance in building and maintaining relationships with influencers who support the organization at a local and/or international level.

The coordinator will draw on their excellent written, verbal and creative communications skills to enhance the efforts of a growing, enthusiastic team of professionals.

#### **Duties and responsibilities**

- Support the Communications team through proactive media outreach for key strategic World Animal Protection campaigns and programs and on an ongoing and reactive basis
- Draft press releases, pitches and other key media outreach documents
- Monitor media trends and works with other Communications staff and Campaigns teams to create responses, op-eds, letters to the editor, etc., that take advantage of reactive media opportunities, in order to build our national thought leadership and brand presence and raise awareness of vital animal welfare issues
- Develop and maintain contacts with media outlets including national news publications, broadcast outlets, and mainstream, lifestyle, and trade outlets
- Build on our influencer engagement activity and support the International High-Profile Relations Manager in the delivery of the high-profile relations strategy. Tasks will include research,

development of creative engagement opportunities, content creation, relationship management, and outreach. (Influencers may include celebrities, thought leaders, bloggers and other social media influencers.)

- Work across departments to conceptualize, write, create and edit communications and brand marketing content, raising awareness of our programmatic campaigns, and mobilizing our offline and online communities to become donors and supporters
- Support Communications Manager as needed in creating and writing editorial and brand marketing content
- Coordinate with fundraising team on aligning content being distributed to ensure consistency in messaging and provide communications guidance
- Coordinate with U.S. and International colleagues on communications strategy, messaging, and material creation
- Monitor, analyze and reports on media activity nationally, regionally and internationally

#### **Organizational 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 program objectives and wider organizational 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, reputation, lead generation, income and engagement.
- Help secure resources (income) and reach (people and partnerships) by actively contributing to our supporter relationships, fundraising, and communications.
- Actively participate and support the organization 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 nationally and internationally to provide support or participate in World Animal Protection's activities as and when required.

## **Skills and experience**

### **Essential**

- Bachelor's degree (Communications or related field)
- 3+ years of experience in Communications, media relations, or PR
- Team player with outstanding interpersonal skills
- Excellent communication skills, written and verbal.
- Excellent media relations skills and track record.
- Strong organizational and project management skills
- Ability to multitask and problem solve
- Ability to handle confidential information and maintain discretion when required
- Able to self-start and work independently while comfortable as part of a national/global multi-disciplinary team.
- Ability to engage with reporters, vendors, World Animal Protection supporters, and high-profile influencers, including celebrities, professionally and confidently
- Excellent news monitoring and analytical skills
- Ability to explain complex issues to external supporters and stakeholders, and present the organization and its diverse work in an appealing and concise manner to develop meaningful relationships
- Proficiency in PC Windows environment, including Microsoft Office: Word, Excel and PowerPoint
- A basic working knowledge of media monitoring software
- Willingness to continually learn and stay on top of current trends

### **Desirable**

- Experience with Adobe Creative Suite
- Experience of liaising with/engaging celebrities/influencers and/or celebrity representatives in a professional capacity
- Sensitive to social and cultural issues
- Committed to animal welfare issues
- Experience of working within a large and complex international organization
- Experience of engaging/liasing with bloggers/vloggers in a professional capacity

World Animal Protection offers a comprehensive benefits package including medical, dental, retirement, and annual leave. Salary is commensurate with candidate's experience.

Interested candidates should send a cover letter including salary requirements and resume to [recruiter@WorldAnimalProtection.us.org](mailto:recruiter@WorldAnimalProtection.us.org). The job reference code **HR-CC** must be in the subject line. Position will remain open until filled.

World Animal Protection is an equal opportunity employer and welcomes applicants from diverse backgrounds.

See more at: <http://www.worldanimalprotection.us.org>

Last reviewed/updated: 08-29-2017

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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.

<sup>1</sup>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.