

## Job Description

# CAMPAIGN MANAGER – MEAT REDUCTION



**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 organization, 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 Manager – Animals in Faring programme area      Location: **New York City**

Reports to: U.S. Programs Director

\*Technical/Professional Accountability to:  
**xxxx**

Reportees:  
**xxx**

\*Technical/Professional Reports:  
**xxxx**

Budget holder: Yes (*project budget*)

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

### Main Purpose of the role

The Campaign Manager leads the implementation and tactical delivery of the campaign working to develop inspiring and innovative projects which realize the campaign strategy, manages all project activity and is the central point of contact for organizational activity relating to the campaign implementation and projects.

The Campaign Manager plays a key role in the global virtual campaign team and/or virtual teams relating to that program area. They are responsible for promoting a culture of campaigning in order to increase World Animal Protection's impact, influence, and profile and supporting colleagues to do the same.

### Accountabilities

- Campaign implementation & project management including; planning & delivery, specific implementation and governance
- Achievement of the campaign & projects objectives

- Campaign implementation, performance management & reporting
- Campaign implementation & project efficiency
- The role holder will comply with the organization's policies and procedures.

## **Duties and Responsibilities**

### *Functional*

- Work with the Head of Campaign, the Programs Director and other internal stakeholders to develop innovative projects for the campaign, capable of meeting World Animal Protection's strategic mission and movement goals.
- Ensure the strategic project goals are delivered in a timely and effective manner in co-operation with the virtual campaign team and all other relevant staff.
- Contribute to the development of effective tools and technical support for the campaign working closely with issue experts and technical advisors.
- Maintain relationships with a network of key external stakeholders relevant to the execution of the campaign and specific project objectives.
- Communicate World Animal Protection's positions and messages to external and internal audiences, including public fora, the media, political, economic and other actors to promote key messages and further campaign and specific project objectives.
- Take responsibility for managing the quarterly reporting process – reviewing project reports and assimilating information into campaign reports in accordance with organizational requirements.
- Carry out administrative duties e.g. budget management, contract development, event management, monitoring and evaluation and any other tasks as reasonably requested.
- Maintain a strong knowledge of current affairs relating to the campaign, identifying opportunistic campaign amplification and actions.

### *Management*

- Practice strong integrated working across functions and geography
- Ensure the campaign projects incorporate and generate the necessary content to support fundraising, communication and governance requirements
- Develop and maintain project management approaches which facilitate open, effective and timely communication
- Support the Head of Campaigns in ensuring the development and implementation of consistent approaches that contribute to the organization's global strategy

### *Finance*

- Manage the campaign projects, including all project activity within budgets
- Oversee the development of the project's budget in liaison with the Finance team.
- 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

### 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 organizations, teams within World Animal Protection and in the wider animal welfare movement to pursue project 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, 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 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 will be required to travel internationally to provide support or participate in World Animal Protection's activities.

#### Skills and Experience

##### *Essential*

- Experienced and highly motivated campaigner, with a proven track record of managing projects to deliver specific outcomes.
- Experience in the design and delivery of impactful projects that have achieved change.
- Experience in the operational and tactical delivery of projects to a high standard, with evidence of strategic goal achievement.
- 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 analyze 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.

##### *Qualifications*

- Educated to degree level is preferable

### *Desirable*

- Knowledge of animal protection issues or experience of environmental issues.
- 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 protection.
- Experience of matrix management in a medium/large sized organization.
- Experience of working in an international NGO environment.

To apply, please contact Ben Williamson at [BenWilliamson@worldanimalprotection.us](mailto:BenWilliamson@worldanimalprotection.us)

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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 organizational 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 organizational activity within a country or location, providing information and input to global strategy and directions as required.