

Job Description

GLOBAL CAMPAIGN LEAD – Wildlife



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: Global Campaign Lead - Wildlife Location: UK, Europe

Reports to: Global Director of Campaigns - Wildlife *Technical/Professional Accountability to:
Head of Campaign

Head of Research and Animal Welfare
Project Leader – Wildlife Innovation Hub

Reportees:

1x Campaign Manager

*Technical/Professional Reports:

NA

Budget holder: Yes (*project budget*)

Global/Local¹: Global

Main Purpose of the role:

The Campaign Lead will take on responsibility for the leadership, management and delivery of priority global campaign projects that will enable us to deliver the first phase of the global wildlife strategy to disrupt the commercial exploitation of wildlife. They will be responsible for innovative, system-change campaigns building people-powered approaches as the primary driver.

The Campaign Lead has responsibility for international coordination of our global campaign to end the tourism industry's exploitation of wild animals. The Campaign Lead also has responsibility for further developing and implementing pilot innovation projects to shift the dominant public narrative and prevailing mindsets; to help build our open campaigning approach; and for maximising opportunities to use people-powered disruptive strategies and tactics to deliver our vision of wild animals having the right to a wild life.

The role will be a core member of the Wildlife Innovation Hub which is breaking new ground in the development and delivery of higher-risk, innovative people-powered campaigning approaches in Spain to make this the 'Last Generation' of wild animals to be cruelly exploited for commercial purposes.

Accountabilities

- Global campaign development and planning of priority wildlife campaign projects.
- Building campaign teams and projects to bring capability and capacity to be able to disrupt key exploiters of wild animals, as mapped in the global wildlife strategy.
- Lead the design and delivery of ambitious strategies, tactics and activities to bring maximum disruption and influence on key targets and stakeholders, particularly the wildlife tourism industry.
- Lead the design and development of people-powered approaches to engage at scale and with depth, as well as open campaign approaches that will engage target audiences and deliver impact
- Work with other campaigns, communications and engagement colleagues to develop and deliver campaign storytelling approaches that help transform systems by inspiring people to take visible, disruptive action, helps shift the global narrative on wildlife protection and starts to change mindsets.
- Provide analysis of campaign progress through reporting and analysis, ensuring that key lessons are captured and learnt, and adjustments are made to keep or get teams back on track.
- The role holder will comply with the organisation's policies and procedures

Duties and Responsibilities

Functional

- Work with the Wildlife Campaign Director and all other internal stakeholders to develop innovative projects and tactics for the priority global campaign projects, capable of meeting World Animal Protection's 10-year strategic campaign objectives.
- Support the Wildlife Innovation Hub Project Leader by ensuring the Hub can tap into research, investigations, programmatic solutions, and strategy formation resources that ensure the campaigns developed by Hub Team are evidence-based.
- Management of project planning and the design of activities that deliver key wildlife campaign priority objectives, ensuring that they are delivered in collaboration with relevant teams, country offices and colleagues.
- Leadership, coordination and tactical guidance through proactive engagement and support to priority country offices and external suppliers to deliver agreed campaign plans.
- Support the development and roll out of powerful and compelling campaign narrative, stories delivery and in define ambitious tactics and activities to bring maximum disruption and influence on key targets and stakeholders.

- Work closely with the wildlife research and operations teams to ensure that our campaigns are evidence-based, and that our research and programmatic solutions are maximised to drive campaign change and strategic objectives.
- Champion and demonstrate a more open and higher risk approach to campaigning, and how to manage associated risks.
- Schedule and deliver learning sessions from delivery and evaluation of key campaigns and pilot innovation projects to help inform the wider organisation
- Maintain a strong knowledge of current affairs relating to the campaigns, identifying opportunistic campaign amplification and actions.

Management

- Line management of one Campaign Manager.
- Facilitate and practise strong integrated working across functions and geography
- Lead the global coordination of campaigns and support delivery of campaign plans in priority countries, or lead delivery directly in countries where we have no office.
- Set expectation of high performance and develop and maintain a positive and creative culture with priority country campaign teams, supporting them to achieve delivery of local objectives.

Finance

- Manage agreed Global Campaign projects, including all project activity within budgets
- Oversee the development of the project's budget in liaison with the Finance team and Wildlife Project Managers.
- 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 project 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 will be required to travel internationally to provide support or participate in World Animal Protection's activities.

Skills and Experience

Essential

- Demonstrable campaigning experience across multiple countries, and the ability to work collaboratively with country teams and/or external suppliers to help shape and deliver campaigns
- Motivated to hold industries and corporations that commercially exploit wild animals for profit to account
- Experience designing and delivering people-powered campaign initiatives and public engagement and mobilisation tactics that have achieved impact
- Strong understanding and / or experience of using storytelling to transform public narrative, mindsets and systems.
- Activist mindset, with an appetite for taking higher (calculated) risks to maximise campaign opportunities and win.
- Demonstrable entrepreneurial edge and ability to come up with innovative campaign ideas and implement them effectively.
- Strong planning, organisational and tactical campaign delivery skills and experience
- Good people skills and team player, to liaise and work productively with external stakeholders and internal colleagues
- Ability to analyse complex issues with agility, connecting our strategic wildlife objectives with other key related issues.
- Ability to go beyond facts and frame campaigns and present issues to key audiences in ways that build power and appeal to people to join and take action.
- Strong communication skills to provide clarity and inspire belief and commitment to our campaigns.
- A positive mindset, able to overcome obstacles and challenges, and a willingness to test and learn from failure, as well as success.
- Excellent verbal, written and presentation skills, including written and spoken English.
- Ability to work well under the pressure of deadlines, and flexibility to undertake international travel.
- Fluent English language skills

Qualifications

- Educated to degree level is preferable

Desirable

- Experience of organising and open campaigning approaches in addition to mass mobilisation approaches
- Knowledge of animal welfare issues or experience of conservation or environmental issues.
- Good level of awareness of global and regional social, economic, political and environmental issues relevant to animal welfare.
- Experience of working in another country with a different culture and language
- Experience of matrix management in a medium/large sized organisation.
- Experience of working in an international NGO environment.
- Working Spanish language skills

Last reviewed/updated: 26/01/2023

*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.

¹A **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.