

Global Campaign Lead – Wildlife

Maternity cover

Location: Sydney, Australia. Hybrid working pattern

Salary: Starting salary is AUD 127,925 per annum or exceptionally up to AUD138,890 if the candidate can demonstrate exceptional skills and experience

Closing date: Tuesday 28th February 2023



This is an exciting opportunity for you to 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. You will be responsible for innovative, system-change campaigns building people-powered approaches as the primary driver.

The Campaign Lead will be responsible for the 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 for the organisation 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.

Who are we?

[World Animal Protection](#) is the global voice for animal welfare, with more than 70 years' experience campaigning for a world where animals live free from cruelty and suffering.

We have offices in 12 countries and work across 47 countries. We collaborate with local communities, the private sector, civil society and governments to change animals' lives for the better.

Our goal is to change the way the world works to end animal cruelty and suffering for both wild and farmed animals. Through our global food system strategy, we will end factory farming and create a humane and sustainable food system, that puts animals first. By transforming the broken systems that fuel exploitation and commodification, we will give wild animals the right to a wildlife. Our work to protect animals will play a vital role in solving the climate emergency, the public health crisis and the devastation of natural habitats.

What will you be doing?

- 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.

Who are we looking for?

- 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.

To achieve our aim of making World Animal Protection a Diverse and Inclusive employer, we particularly welcome applications from individuals of traditionally under-represented communities and backgrounds.

At World Animal Protection we recruit with our values & behaviours in mind. Please bear this in mind through your application journey. These are:

Global: We make decisions & act with a global mindset

Diverse and Inclusive: We actively encourage and promote diversity, ensure all voices are heard and included and are committed to equal opportunities for all

Collaborative: We work together and co-create to achieve lasting change

Agile: We make change happen in a fast-moving world

Growing People: We continually learn and develop

Accountable: We are role models. We take responsibility for our actions and encourage others to do the same

Courageous: We push boundaries, take risks and set ambitious targets