

Job Description

PROGRAM/CAMPAIGN DIRECTOR



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: Program/Campaign Director

Location: New York

Reports to: Executive Director

*Technical/Professional Accountability to:

Reportees: Campaign Managers

*Technical/Professional Reports:
N/A

Budget holder: Yes (*campaign budget*)

Global/Local¹: Local

Main Purpose of the role

The Director of Campaigns and Programs is the key organizational representative in the US for all external campaign activity and will manage all the Campaign Managers in the US to further out strategies for protection of wildlife, animals on farms, animals in oceans and companion animals. The Director is for the delivery of an inspiring, dynamic and creative national campaign to improve the welfare of animals while increasing World Animal Protection's impact, influence and profile. This position reports to the Executive Director with a dotted line reporting relationship to the International Head of Campaigns.

Accountabilities

- Global campaign strategy and management including; strategy development & delivery, specific implementation outside of local capability and governance
- Achievement of the global strategic objectives associated with the campaign
- Global campaign, performance management & reporting
- Campaign & geographical efficiency
- The role holder will comply with the organisation's policies and procedures.

Duties and Responsibilities

Functional

- Work with the US Campaign Managers and the International Campaigns team to develop innovative US campaigns, capable of meeting World Animal Protection's strategic mission and movement goals.
- Ensure the strategic campaign goals are delivered in a timely and effective manner in co-operation with the global virtual campaign team and all other relevant staff.
- Provide strategic guidance, campaign planning and management support to the US Campaign Managers to ensure effectiveness, consistency and that all delivery is in support of World Animal Protection's organizational goals.
- Support development of effective tools and technical support for the campaigns working closely with issue experts and technical advisors.
- Develop and maintain relationships with a network of key external stakeholders relevant to the execution of the US campaign objectives.
- Communicate World Animal Protection's positions and messages to external and internal audiences, including donors, supporters, the media, political, economic and other actors to promote key messages and further campaign objectives.
- Ensure the campaigns incorporate and generate the necessary content to support fundraising, communications and marketing.
- Work cooperatively with external organizations, teams within World Animal Protection and in the wider animal welfare movement to pursue campaign objectives and wider organizational goals, including those relating to brand, communications, fundraising and resource management.
- Help secure resources (income) and reach (people and partnerships) by actively contributing to our supporter relationships, fundraising, marketing and communications
- Actively participate and support the organization to ensure that we manage our resources efficiently and effectively including the use of systems for 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 position requires travel internationally and domestically to provide support or participate in World Animal Protection's activities.

Management

- Lead and manager US Campaign staff
- Set goals and expectations for the US Campaigns Team and provide regular feedback
- Practice strong integrated working across functions and geography
- Ensure the global 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 International AiD Team in ensuring the development and implementation of consistent approaches that contribute to the organisation's global strategy

Finance

- Manage and develop the budget for the department with the Finance Team and measure program activity against performance on the budget
- Oversee the development of the campaign'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

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 campaign 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

- Proven experience in leading the design and development of high impact social change campaign strategies that have achieved change.
- Proven experience in the operational and tactical delivery of campaigns to a high standard, with evidence of strategic goal achievement.
- Strong leadership qualities with the ability to communicate direction, gain commitment to action and develop mutual co-operation across teams and with external stakeholders.

- Experience in leading teams and motivational skills to inspire others to deliver outstanding campaigns.
- 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, able to constructively engage external and internal stakeholders at all levels, to develop and deliver campaign solutions.
- First class analytical and decision-making skills - able to assimilate and analyse information quickly and accurately to effectively inform campaign tactics and strategies.
- Excellent verbal, written and presentation skills
- Experience in creating and managing budgets.
- Works well under pressure of deadlines.
- Flexibility to travel domestically and internationally
- A passion for animal welfare and a strong commitment to the values of World Animal protection
- Strong proficiency in Microsoft Office

Qualifications

- College Degree required, Master's Degree preferred

Desirable

- Experience working with an international organization preferred
- High level of awareness of global and regional social, economic, political and environmental issues of relevance to animal welfare preferred

To apply, please email your cover letter and resume to recruiter@worldanimalprotection.us.org with "Program/Campaign Director" in the subject line.

Last reviewed/updated: 15/10/2017

*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.