

Campaigner - Farming
Full time, contractor
Location: Beijeng, China
Closing Date: EXTENDED 22nd September



Campaigner - The Role

World Animal Protection is the world's leading animal welfare organisation. With hubs in 14 countries across six continents, we move the world to end animal cruelty in all its forms.

Our global farming program is transforming our food system and the lives of the billions of animals who are farmed around the world every year. Working with our supporters, we are challenging major corporations, governments and other influencers to champion a happier, healthier and kinder world. We are not a vegetarian or vegan organisation – our current focus is on improving animal welfare within indoor systems. We want to catalyse the greatest change for the greatest number of animals possible.

Backed by a global team of passionate experts working across multiple specialties – from campaigning and communications to corporate engagement and animal welfare science – this fantastic position will see you taking the lead for our China country office's farming campaigns.

Using your campaigning experience, you will plan and deliver bold, creative campaigns that inspire consumers, businesses and politicians to champion farm animal welfare. This will involve leading local delivery of campaigns ensuring they contribute to global objectives, that work is on brand, on time and within budget as well as monitoring performance against objectives and reporting on effectiveness.

You will work with other offices to support campaign delivery and play a key role in our global virtual campaign team, helping to promote a culture of high-impact campaigning to increase our impact, influence and profile. As a proficient communicator, you will develop relationships with external stakeholders, experts and key audiences to further our campaign objectives and to secure a lasting impact for farm animal across the world.

Join us in this exciting role and help us move the world to protect animals!

Requirements

- A great passion for animal welfare
- Minimum 3 years working in a campaign or advocacy related position
- Good analytical thinking skills
- Excellent written and oral communication skills in both Mandarin and English including the capacity to relate to both internal and external parties
- Strong interpersonal, networking and organisational skills
- Proven track record of building and maintaining positive relationships with diverse external stakeholders in order to create change
- Flexible to travel locally and internationally.
- Highly organised and ability to work to strict deadlines and under pressure
- Ability to work in a rapidly changing and high-pressure environment

How to Apply

If you want to be part of our dynamic organisation and help us move the world to protect animals then please send us a copy of your resume, salary expectation and cover/motivation letter addressing your skills and experience relative to the role to recruitment@worldanimalprotection.org

Due to the large volume of applications that we receive, we will not be acknowledging receipt of your application. If you do not hear from us within 3 weeks of the closing date, please consider your application as unsuccessful. World Animal Protection is an equal opportunity employer and committed to providing equal opportunities for everyone regardless of their background.

The successful candidate must have permission to work in the position location.

Who are we?

We are World Animal Protection.

For over 50 years we have moved the world to protect animals.

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.

We stop the exploitation of wild animals for entertainment and profit. We protect pets and working animals in communities across the globe. We campaign for better farm animal welfare and fight against factory farming. We also help animals when disaster strikes. Our vision is a world where animals live free from suffering. We are working to help people to see how important animals are to all of us.

We are determined to influence decision makers to put animals on the global agenda and inspire people to change animals' lives for the better. Today we're working on projects to end animal suffering by helping governments and communities to protect and care for their animals.

Why Work for us?

We move the world to protect animals globally but there are many other reasons to join our organisation. We are a truly global organisation with offices in Australia, Brazil, Canada, China, Costa Rica, Denmark, India, Kenya, the Netherlands, New Zealand, Sweden, Thailand, UK and USA. We employ over 380 people globally covering campaigns, media, fundraising, operations, finance, administration and human resources. As well as competitive employee benefits we want our employees to grow with us and build their careers within World Animal Protection and therefore encourage internal applications. We have a strong track record of offering existing staff promotions as well as secondments and position changes within the organisation.

Job Description

Campaigner Animals in Farming



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: Campaigner Animals in Farming, World Animal Protection in China

Location: Beijing, China

Reports to: Campaign Manager - Farming, World Animal Protection in China

***Technical/Professional Accountability**

to: Global Campaign Manager

Works with: China Office Team, International Colleagues, Other WAP local office colleagues as necessary, Key External Partners including Corporates, Producers, Retailers, Key Opinion Leaders, Policymakers and the Public.

Global/Local: local

Budget holder: Assigned project budget

Main Purpose of the role:

Support the implementation and tactical delivery of the integrated Animals in Farming campaign activities in China. Help manage relationships with key partners (farming and animal welfare related associations, chicken farms, producers and retailers), engage Key Opinion Leaders, Policy makers and the public to support the campaign. Support 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:

- Local campaign implementation and project management including planning & delivery, specific implementation

- Achievement of the local campaign & projects objectives
- Local campaign implementation, performance management & reporting
- Local campaign implementation, project & geographical efficiency

The role holder will comply with the organisation's policies and procedures.

Duties and Responsibilities

- Work with the China Campaign Manager for Animals in Farming and all other internal stakeholders to develop innovative projects for local China Animals in Farming campaigns particularly for chickens, capable of meeting World Animal Protection's strategic mission and movement goals.
- Ensure that tactical project goals are delivered in a timely and effective manner in co-operation with the local functional teams, global virtual campaign team when appropriate and all other relevant staff.
- Maintain relationships with a network of key external stakeholders relevant to the execution of the local campaign and specific project objectives.
- To plan and undertake lobbying activities in support of the campaigns and to proactively build relationships with policy makers;
- To plan and undertake corporate engagement activities in support of the campaign and to ensure positive and strategic relationships are built in line with both campaign and organisational objectives.
- Take responsibility for managing the quarterly reporting process – reviewing project reports, contributing to international reports and assimilating information into campaign reports in accordance with organisational requirements.
- To represent World Animal Protection and its interests at meetings with external bodies, conferences, media and other public settings to further campaign objectives when assigned.
- Carry out administrative duties as assigned to the specific project 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 campaigns, identifying opportunistic campaign amplification and actions, including monitoring issues that could impact on the China chicken campaign work and advise the Campaign Manager and functional colleagues on how to position the campaign.
- To maintain up-to-date knowledge of World Animal Protection's international priority issues and relevant issues in China animal welfare which might inform campaign strategies and plans;
- Support mobilization and partnership development.
- Contribute to planning and development of the campaign.
- Support public interactions in close cooperation with Communications Team.
- Make contributions to position World Animal Protection as the leading international animal welfare organization in China.
- Liaise with the technical colleagues to ensure the campaign is delivered based on sound evidence.

Skills and Experience

Essential

- A great passion for animal welfare, especially relating to farm animals.
- Minimum 3 years working in a campaign or advocacy related position
- Strong interpersonal, networking and organisational skills
- Excellent written and oral communication skills in both Mandarin and English including the capacity to relate to both internal and external parties
- Proven track record of building and maintaining positive relationships with diverse external stakeholders in order to create change
- Flexible to travel locally and internationally.
- Flexible to participate in global calls outside of office hours when necessary
- Highly organised and ability to work to strict deadlines and under pressure
- Loyal and honest
- Ability to work in a rapidly changing and high pressure environment
- IT/computer literate using Microsoft packages e.g. Word, Excel and PowerPoint

Qualifications

- Bachelor's degree (or above) in a relevant subject

Desirable

- *Experience of working internationally and in a multi-cultural and geographically diverse environment.*

Last reviewed/updated: *January 8, 2019*

*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.