

Job Description

GLOBAL COMMUNICATIONS PLANNER



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 Communications Planner **Location:** Any office

Reports to: Head of Communications Planning

***Technical/Professional Accountability to:** Nil

Reportees: Nil

***Technical/Professional Reports:** Nil

Budget holder: No

Global/Local: Global

Main Purpose of the role

This position plays a pivotal role in developing impactful and truly global marketing and communications strategies which move the world to protect animals. This role will deliver an integrated approach to engage public audiences, build a global movement of people who care about animal welfare, build our brand presence and get our message out in cost effective and compelling ways. Working across a range of programme areas and global campaigns with our international and country offices, the role will use their grasp of audience insight, up-to-date knowledge of engagement techniques and in depth knowledge of the external environment in which World Animal Protection operates to launch campaigns that have both a global and local impact.

This is a senior strategic role, who fully understands and can represent the communications and marketing mix, influence stakeholders and approve decisions. It also has a strong project management background.

Working closely with the Head of Communications Planning, this role will act as the conduit between the programmes, campaign mobilisation and fundraising teams and will coordinate activity across the marcomms team to deliver our integrated goals to ensure a seamless delivery of campaign goals.

Accountabilities

- The Global Communications Planner is ultimately accountable for the effective planning, development and implementation of integrated marketing and communication strategies and plans which draw on the expertise of international and country offices to deliver public engagement outcomes for our global campaigns
- The role is accountable for making sure work has an impact on the desired outcome, is coordinated, delivered on time and has been developed in collaboration with key stakeholders

Duties and Responsibilities

Functional

- Partner with assigned programme areas to lead the development and implementation of World Animal Protection's global marketing and communication strategies for our global campaigns to achieve public engagement and mobilisation outcomes
- Develop plans which have supporters at their heart and which ensure continuity of new and existing supporter journeys to engage and retain supporters on a long-term basis
- Ensure strategies and plans are aligned with the overall World Animal Protection global communications strategy and the global campaigns strategy
- Actively participate in building our brand and maintain the integrity of our brand to support our profile, lead generation, income and engagement
- Contribute to and maintain a global integrated planning calendar which maps out key activities and helps guide planning and resource allocation
- Work closely with all functions within the global communications team – brand, digital, media, internal communications and with 14 country offices - to ensure the full communications mix is considered and integrated into our campaign strategies and plans, enabling success and maximising impact
- Work closely with campaign leads to ensure communication strategies and plans meet and deliver campaign objectives
- Ensure effective monitoring and evaluation processes so the effectiveness of marketing and communications can be analysed against the organisation's strategic objectives and delivers change for animals
- Develop and maintain strategic planning calendars, schedules, tools and systems to track delivery against objectives, deadlines and budget
- Monitor current trends and developments in relevant areas to take advantage of short-term tactical campaign communications opportunities which contribute to the organisation's goals
- Provide strategic communications advice and input to relevant steering groups and integrated campaign teams, as well as actively contribute to global workshops and strategy groups
- Work closely with fundraising teams to ensure income generation is considered in campaign planning

Finance

- While the role has no financial accountability, tracking of budgets is required to ensure campaign delivery remains within budget, offers value for money and is cost effective

Organisational responsibilities

- Delivery of World Animal Protection's Global Strategy across the core themes of Mission, Movement & Transformation in a global, matrix environment

- 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.
- Work cooperatively with external organisations, teams within World Animal Protection and in the wider animal welfare movement to pursue programme objectives and wider organisational goals, including those relating to brand, communications, fundraising and resource management.
- The post holder may be required to travel internationally to provide support or participate in World Animal Protection's activities as and when required.

Skills and Experience

Essential

- Experience developing complex communications strategies and plans, working with an integrated, multi-disciplinary approach
- Experience in project management, co-ordinating and scheduling projects to deliver on time and within budget to meet objectives
- Ability to develop and implement innovative solutions to problems and make recommendations that take account of long term benefits and risks
- First class analytical skills - able to assimilate and analyse information quickly and accurately
- Strong interpersonal, networking and organisational skills with the ability to work collaboratively across a range of business areas
- Ability to build and maintain excellent working relationships working across a matrix structure and across a global network
- Ability to work within a multinational communications team and respond to cultural sensitivities within a global strategy and brand framework
- Works well within the team environment and under pressure of deadlines
- Awareness of global and regional socio-economic, political and environmental issues
- Proactive and a self-starter
- A marketing and communications expert with a good understanding of all channels
- Strong influencer and negotiator
- Proven ability to manage and co-ordinate several projects at one time and effectively schedule activities to manage the workflow of global marketing and communications plans.

Qualifications

- Degree or professional qualifications communications, marketing, public relations or related field or equivalent experience

Desirable

- Formal training in project management
- Experience working in matrix structures

Last reviewed/updated: Dec 2017

*World Animal Protection operates in a matrix environment. This means we routinely work with colleagues from different locations, business units and cultures in crossfunctional 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.