

## Global Internal Communications Project Manager

Location: London

6-month Fixed term contract

Salary: Circa £38,000 per annum pro rata

Closing date: Open until filled



### Global Internal Communications Project Manager - The Position

This is an exciting role supporting our Global Head of Internal Communications to design and execute a range of internal communications campaigns and projects, in line with our global internal communications strategy.

This will involve working with local and international colleagues to design and execute internal communications projects to support strategic initiatives. You will help project manage and develop a global intranet to help employees collaborate, connect and do their jobs effectively. Additional projects will include an internal brand campaign, staff engagement activities and People focused projects.

You will also create content for a variety of channels, ensuring compliance with brand identity, tone of voice and style. You will influence internal and external stakeholders to adopt best internal communications practice too. Critical will be your ability to measure and evaluate internal communications to demonstrate and improve impact.

### Global Internal Communications Project Manager - Requirements

- Internal communications experience is a must, preferably within a large, diverse, multi-region or global organisation.
- A creative writer, excellent editor and proof-reader, you will be skilled at distilling large amounts of information quickly and effectively for diverse audiences.
- Experience of implementing and managing an intranet.
- Highly developed interpersonal skills, including influencing and negotiating, to help advise colleagues and build strong global networks.
- Up-to-date knowledge of the latest internal communication tools and strategies.
- Highly organised, with strong project management, planning skills and attention to detail.
- Experience of using SharePoint and design packages would be highly valued.

### 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 CV, salary expectation and cover/motivation letters addressing your skills and experience relative to the role to [recruitment@worldanimalprotection.org](mailto: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

# Global Internal Communications Project Manager



**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 Internal Communications Project Manager

**Location:** London

**Reports to:** Global Head of Internal Communications

**\*Technical/Professional Accountability to:** Global Head of Internal Communications

**Reportees:** None

**\*Technical/Professional Reports:** n/a

**Budget holder:** No

**Global/Local:** Global

### Main purpose of the role

Support the Global Head of Internal Communications to design and execute a range of internal communications campaigns and projects, in line with the global internal communications strategy.

### Accountabilities

- Effective delivery of defined internal communication projects.
- To ensure key campaigns are planned and delivered on time in line with agreed strategy.
- Internal communications operational process, delivery and evaluation.
- The role holder will comply with the organisation's policies and procedures.

### Duties and responsibilities

#### Functional

- Support the Global Head of Internal Communications to deliver a range of engaging campaigns in line with the global internal communications strategy.
- Design and execute internal communications campaigns to support strategic initiatives. Working in partnership with international and local colleagues to deliver effective communications.

- Help project manage, develop and manage a global intranet in partnership with IT to help employees collaborate, connect and do their jobs effectively. Work in partnership with and advise colleagues to develop effective content.
- Build relationships and influence internal and external stakeholders to adopt best practice internal communications practice.
- Produce creative and engaging content which reflect World Animal Protection's brand identity, tone of voice and style guide.
- Manage or support events as needed, including workshops, question and answer sessions and briefings.
- Ensure a consistent approach to planning internal communications, making use of the internal communications calendar.
- Measure and evaluate internal communications to demonstrate and improve impact, using tools such as google analytics, polls and surveys.

### **Organisational responsibilities**

- Delivery of World Animal Protection's Global Strategy across the core themes of Mission, Movement and 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 programme 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 health and safety policy and procedures, and not act in any way that compromises the safety of themselves, colleagues or the public.
- 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*

- Extensive internal communications experience, preferably within a large or international/global and matrix environment.
- Outstanding written and verbal communication skills, with excellent attention to detail, able to simplify complex messaging for global audiences.
- Experience of implementing and managing an intranet.
- Project management, including event management experience, able to develop strategies and execute internal communication plans effectively.

- Confidently able to advise and influence stakeholders, building and sustaining relationships at all levels.
- Extensive experience using Microsoft Office 365, particularly SharePoint and Yammer.
- Very organised with effective time management skills. Able to multitask and prioritise work effectively in a fast-paced complex environment, working to tight deadlines on multiple projects.
- Proactive, self-motivated and enthusiastic, able to use initiative to deliver key communication outcomes.
- Able to work effectively as part of a team and independently.
- Can evaluate and measure internal communications activity, to demonstrate and improve impact.
- Up-to-date knowledge of the industry's internal communication tools and strategies.
- Appreciation of reputational and crisis management matters, able to offer support where needed.

### *Desirable*

- Experience using MailChimp.
- Experience using design packages.

### *Qualifications*

- Degree or similar level in a relevant discipline.
- A communications-related qualification (desirable).

**Last reviewed/updated:** 25 January 2019

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\*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.

<sup>1</sup>A **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.