

Communications Manager

Location: New York

Permanent

Salary: \$75,000 – 85,000 per annum

Closing date: Open until filled



Communications Manager – The Role

As an expert in media relations and generating media coverage this role with a major international animal welfare organisation is a unique platform for your skills. Your responsibility will be to collaborate with colleagues to develop and execute our U.S. communications strategy to achieve a lasting impact for animals.

You will raise awareness of our organizations and programs in the United States by implementing our domestic and global communications and marketing strategy. This will include building and maintaining media relationships, delivering sustained media coverage and developing links with high-impact influencers. Day-to-day you will help produce engaging and inspiring press materials, pitch stories, identify opportunities for media coverage and input into the development of collateral materials to support fundraising and campaigns. Important too will be the ability to ensure consistent messaging and branding in your work. You will also act as media spokesperson when required.

Communications Manager – Requirements

- Significant experience of media relationship management and a record of successfully pitching stories
- Able to deliver at local, national and international level
- Superior writing skills and creative vision
- Excellent communication skills, written and verbal
- Effective at building and maintaining relationships
- Organised and able to produce accurate monitoring and reporting
- Love of animals and be able to talk about animal welfare issues.

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 letters 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 the right to work in the advertised location at the time of application or be in the process of securing right to work in the advertised 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.

Communications Manager



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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 organization, 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: Communications Manager

Location: New York

Reports to: Communications and Marketing Director, US

***Technical/Professional Accountability to:** Global Head of Media

Reporters:

***Technical/Professional Reports:** N/A

Budget holder: Yes

Global/Local!: Local

Main Purpose of the role

World Animal Protection is seeking a proactive, creative, strategic Communications Manager. The role is responsible building and maintaining media relationships for World Animal Protection, maintaining sustained media coverage, developing relationship with high-impact influencers and ensuring consistency in messaging and branding. The manager will support World Animal Protection's domestic and global communications and marketing strategy. The manager will use superior writing skills, creative vision and persistent relationship building to engage high-impact influencers and journalists to raise awareness of World Animal Protection programs in the United States.

Responsibilities

- With direction from the Communications and Marketing Director, and in collaboration with the U.S. digital, campaign and development teams, develop and execute World Animal Protection's U.S. communications strategy, with a focus on media relations, brand building, relationship development, and creative and editorial creation.
- Manage day-to-day U.S. PR and media relations activities:
 - Write engaging and inspiring press materials including releases, OpEd/LtEs, pitch letters and web content;
 - Build relationships with key reporters and pitch/place stories on a regular basis;
 - Ensure proper branding and messaging, as well as optimal placements;
 - Maintain media lists/contacts database;

- Monitor daily marketplace for topical story ideas.;
 - Fully brief U.S. spokespeople for all media interviews, as well as provide regular media training;
 - Maintain regular contact with U.S. campaigns team to identify opportunities for media commentary and promotion;
 - Serve as a spokesperson, when needed.
- Partner closely with U.S. fundraising and digital teams to develop collateral materials that support fundraising strategies:
 - Collaborate with fundraising team to ensure communications materials, including print newsletters and collateral, perform optimally from a fundraising perspective.
- Contribute content to World Animal Protection's U.S. social media and collaborate closely with U.S. digital team to ensure that content on World Animal Protection's Facebook, Twitter, Instagram, YouTube, and other social media accounts is on message, on brand, current and engaging. Develop web stories, blog posts and other digital content to support campaigns as needed.
- Deliver and implement US marketing & communications to drive local priorities:
 - Communicate closely with staff members regarding all regional plans and global initiatives;
 - Liaise with colleagues to develop and implement innovative marketing and communications plans and materials for domestic campaigns;
 - Prepare monthly and quarterly performance reports for internal tracking, as well as quarterly reports for World Animal Protection's International office.
- Support World Animal Protection's global strategic efforts by lending expertise on relevant projects and communications teams, as needed.
- Identify opportunities for local celebrity engagement, including developing targeted lists and pitches encouraging high-profile U.S. supporters to act as ambassadors for our global and local campaigns.
- Other duties as assigned

Qualities and Qualifications

- Bachelor's Degree with 5+ years' proven-experience with media, particularly building relationships and pitching/ placing stories on a local, national and international level.
- Must love animals and be able to talk about animal welfare issues.
- Excellent communication skills, written and verbal.
- Must have strong work ethic and the ability to maintain confidentiality.
- Organized, detail-orientated self-starter.
- Flexible and stress-proof; able to be "on call."
- Ability to travel domestically and internationally as needed. Strong proficiency in Microsoft Office.

To apply, please email your cover letter and resume to recruiter@worldanimalprotection.us with "Communications Manager" in the subject line.

Last reviewed/updated: 4-5-2019