

<b>Job Title:</b>	Senior UK Campaigns Manager
<b>Department:</b>	Campaigns and Advocacy Department
<b>Reviewing Manager:</b>	Anthony Field
<b>Job Type:</b>	Permanent - Full-time
<b>Location:</b>	Head Office, Godalming

## Background:

**Compassion in World Farming International** was founded in 1967 in England by Peter Roberts, a British farmer who became horrified by the development of intensive factory farming. Over 50 years ago, Peter decided to make a difference and take a stand against this farming system. In his lifetime, Peter saw the demise of veal crates and gestation crates in the UK, and in Europe achieved recognition that animals are sentient beings.

## Part 1: JOB PROFILE

### 1. OVERALL OBJECTIVE(S) OF THE POST

The purpose of the Senior UK Campaigns Manager role is to help end UK factory farming by devising and leading high-impact, integrated campaigns. These will be science-based and support of our organisational objectives.

The role requires strategic leadership, effective communication skills, and the ability to navigate complex political and advocacy landscapes to drive significant changes in legislative and societal frameworks, that support improved animal welfare and a shift away from factory farming practices.

The role is impact-led with its main objective to develop and implement integrated campaign strategies that align with Compassion's mission and goals. This involves planning, coordinating, and delivering campaigns that advocate for legislative and policy changes to improve animal welfare standards and address challenges in the global food system. The role will use insights from campaign activities to refine tactics and messages, ensuring they are audience-led. The campaign objectives will focus on policy change in Westminster but also potentially devolved governments and will form part of Compassion's international work.

To successfully deliver campaigns the Senior Campaigns Manager must build and maintain relationships with key stakeholders, including partners and external organisations, to leverage support and resources. Internally, this role will supervise and collaborate with teams across departments, including media, policy, Food Business, and fundraising, to ensure campaign strategies are integrated, effectively executed and briefed on campaign activities.

Communication is critical for the role, as they will drive impactful communications that engage supporters and the wide public. Key responsibilities include managing campaign budgets efficiently to ensure resources are allocated effectively for maximum impact. The role must also collaborate to fill any resource gaps necessary for successful campaign delivery.

### **2. POSITION IN ORGANISATION**

- Reports to the Head of Compassion in World Farming UK
- Develops strong and effective working relationships with the Senior Communications Manager Campaigns, Chief Public Affairs Manager, Global Campaigns and Advocacy Team, Food Business team, Digital Team, UK Fundraising
- Direct reports include Senior Digital Campaigns Coordinator

### **3. SCOPE OF JOB**

- Accountable for the delivery of coordinated, complex political and public engagement strategies
- Responsible for developing and leading integrated advocacy campaigns
- Drive supporter engagement and grow our supporters
- Manage Campaign budgets
- Represent Compassion UK in internal and external campaign meetings
- Identify and build trusting relationships with key delivery partners and external stakeholders

### **4. DIMENSIONS & LIMITS OF AUTHORITY**

- Create and deliver political and public engagement strategies jointly with Advocacy and Campaigns Team
- Manages campaign budgets of circa 8,000 with a total limit of circa £20,000 / May authorise expenditure within budget to a limit of £..... for campaign materials
- Responsible for the ordering of campaign materials and services from suppliers (raising Purchase Orders)
- May recommend / suggest action to take on campaigns, including coalition work.

**5. PERSON SPECIFICATION**

ESSENTIAL	DESIRABLE
<b>Proven Ability, Qualifications &amp; Training</b>	
<ul style="list-style-type: none"> <li>• Proven experience leading political change campaigns</li> <li>• Experience of working on / with legislation in Westminster and ideally in devolved governments</li> <li>• Advocacy experience, demonstrated by examples of impact on policy change and knowledge of how to use policy, research, lobbying, public campaigning, media and digital work to influence a political agenda</li> <li>• Passionate about animal welfare and improving the lives of billions of sentient beings</li> <li>• Experience of adapting to rapidly changing situations but keeping focussed on delivery</li> <li>• An understanding and passion for our mission and brand</li> <li>• Running integrated campaigns with fundraising and other teams</li> <li>• Educated to A Level, ONC, HNC, HND, advanced degree (MSc.) level or equivalent in a relevant discipline</li> </ul>	<ul style="list-style-type: none"> <li>• Proven scientific research and critical analysis skills</li> <li>• Understanding the key challenges in the global food system and the food production and consumption challenges facing the UK</li> <li>• Delivering actions as part of an international campaign</li> </ul>
<b>Skills, Knowledge &amp; Attributes</b>	
<ul style="list-style-type: none"> <li>• Specialised knowledge in political and public advocacy</li> <li>• Manages relevant project /department budget</li> <li>• Clear strategic vision and ability to communicate it in a way that inspires and motivates people across the organisation</li> <li>• Excellent leadership and strategic skills</li> <li>• Results driven and proactive, delivering results on time to tight deadlines</li> <li>• Outstanding team player and natural collaborator internally across teams and externally with key partners and coalitions</li> <li>• An ability to stay calm under pressure, even when things get busy</li> <li>• Strong interpersonal skills and an ability to manage complex and sensitive organisational issues to achieve cross-organisational campaign impact</li> <li>• Imaginative, creative and accurate written and oral communications skills in English</li> <li>• Communicates confidently and effectively / Able to present complex information to small and large groups of people in an appropriate manner</li> <li>• Encourages and supports others to ensure their contributions are recognised and used. Delegates effectively, encouraging people to take responsibility</li> <li>• Good IT skills including Microsoft Office applications and Internet</li> </ul>	<ul style="list-style-type: none"> <li>• Excellent proof reading skills</li> <li>• Strong creativity that produces impactful solutions within a tight budget</li> </ul>

**Part 2: DUTIES AND KEY RESPONSIBILITIES**

**6. PRIMARY RESPONSIBILITIES**

Essential duties and responsibilities include the following: Other duties may be assigned.

**Responsible for developing and leading integrated advocacy campaigns 40%**

- Develop influential campaigns with UK Campaigns & Policy Advocacy Team, Food Business, Fundraising, Research, and International teams
- Write clear campaign strategies
- Take leadership of advocacy campaigns; e.g. delivering timely products, writing briefs, attending events and meetings

**Delivery of coordinated engagement strategies 15%**

- Create and deliver complex political and public engagement strategies
- Work collaboratively across teams in Compassion UK and International

**Represent Compassion UK in internal and external campaign meetings 15%**

- Attend external campaign meetings to persuade and influence decision makers
- Attend relevant international Compassion meetings
- Join and contribute to external meetings of coalition groups or partners

**Drive supporter engagement and grow our supporters 10%**

- Manage Senior Digital Campaigns Coordinator
- Work with Digital team to ensure Compassion maintains insights
- Create supporter engagement communications based on insights
- Produce a strategy to grow our advocacy supporters
- Brief campaigns to fundraising and dev

**Build trusting relationships with key external stakeholders 10%**

- Identify key external stakeholders to help deliver Compassion's goals
- Engage and develop relationships to benefit campaigns
- Build trust working in coalition to deliver campaign objectives
- Work with UK Campaigns & Policy Advocacy Team to brief and utilise influential actors as part of campaigns

**Manage Campaign budgets 10%**

- Create costed campaigns
- Manage multiple campaign budgets ensuring they keep within budget

**7. CIWF Values**

**Core Values**

Treats people with dignity & respect

Maintains high ethical standards

Demonstrates commitment to Compassion in World Farming's mission and goals.

**Core Competencies**

Communication – level

Working with People – level  
Drive for results – level

**Functional Competencies**

- Relating & Networking
- Persuading & Influencing
- Applying Technical Knowledge
- Learning & Researching
- Formulating Strategies & Concepts

**8. ADDITIONAL TASKS**

To assist with other departmental duties where necessary, as listed below:

- As part of your employment you may be required to travel anywhere within the world in order to carry out the duties of your employment
- Due to the nature of the role, there may be a requirement to carry out some work out of office hours. This work is to be arranged in accordance with procedures
- Take due and reasonable care of oneself and others in respect of Health & Safety at Work
- Act in accordance with the principles of Compassion in World Farming’s Ethical Policy
- In all work activities, comply with data protection legislation and Compassion in World Farming’s requirements for the protection of personal information and the privacy of individuals
- Provide formal and informal training at the request of your line manager, senior manager or a director, on your areas of expertise, to other members of staff, work experience students, trustees etc.
- The job description is not exhaustive and you may be asked to carry out additional tasks which are appropriate to your job role, as required by your line manager
- Actively support the promotion and delivery and embedding of equality, inclusion and diversity.

Signature of Line Manager ..... Date .....

Signature of Employee ..... Date .....