

Job Title: Media and Communications Manager
Job Type: Full-time; Permanent; Exempt
Location: Remote within Continental United States
Department: Campaigns
Line Manager: US Head of Campaigns
Salary: \$46,000 - \$53,000
Closing Date: July 16, 2021

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. Building upon the organization's storied legacy in the UK, Compassion in World Farming USA was launched in 2012 to bring much needed change to the epicenter of modern industrial agriculture. We are a team of strategic bridge builders working to reverse the interconnected and devastating consequences of factory farming, harnessing our technical expertise and the power of partnership to bring together an inclusive coalition of advocates, consumers, farmers, companies, and institutions. From corporate boardrooms to the halls of government to news feeds, we work tirelessly on the ground to establish an innovative and resilient food system that is compassionate, fair, and regenerative for our planet and all its inhabitants.

The purpose of this role is to oversee media and communications work for Compassion in World Farming USA. This will involve leading, planning, coordinating and successfully implementing innovative and effective communications projects including building relations with, and exposure in, traditional media (print, tv, radio). Through engaging writing, traditional and social media outreach, and managing a website designed for best user experience, this role will ensure Compassion's message reaches key stakeholders and the general public.

Primary Responsibilities and Duties

Raise awareness and profile of Compassion USA: 65%

- Develop Compassion USA's reputation as the leading authority on farmed animal welfare and factory farming related issues.
- Create and drive media coverage.
- Develop and maintain a network of media contacts in prioritised media outlets.
- Manage social media accounts (Facebook, Twitter, Instagram, others).
- Manage the US communications calendar from concept to delivery, including assigning and monitoring timelines for campaign, appeal, and food business content, and coordinating with the global communications team as needed.
- Maintain and update the US website by mapping for improved UX, building content around key messaging priorities, and ensuring branding adherence across pages.
- Maintain comprehensive US branding kit within HQ Branding Guidelines.
- Sense check all non-technical CIWF external facing materials for grammar, brand and messaging consistency.
- Act as a media spokesperson where required.

Support public campaigns to drive change for farmed animals: 25%

- Work with, and support, the Campaigns Manager to deliver campaigns that engage the public and influence public opinion, as well as those who shape, make or fund public or corporate policy relating to farmed animal welfare.
- Occasionally manage action alerts.
- Work in collaboration with the fundraising team to engage new supporters.

Work in collaboration with the Global Headquarters in the UK: 10%

- Develop and deliver appropriate communication and media strategies for the USA team in support of the HQ strategy, and proactively seek opportunities to collaborate with the global organization on campaigns and communications.

- Develop excellent relationships between the USA Campaigns Team and the functional teams at HQ.

Position Requirements

- Bachelor's degree in communications, public policy, or related field, or equivalent work experience.
- Experience managing communications, media relations, and/or editorial oversight.
- Experience with managing marketing communications through digital channels.
- Experience overseeing long term projects and campaigns.
- Strong communication and writing skills and the ability to interact professionally with a diverse group of stakeholders internationally.
- Self-motivation with ability to work well independently and under pressure, manage multiple projects simultaneously, and meet deadlines.
- Ability to develop and implement media strategies.
- Commitment to our mission and vision to end factory farming.
- Work experience managing communications, and/or editorial oversight for a non-profit organization (desireable).
- Experience giving media interviews (desireable).
- Experience inspiring supporters to take action to drive social change (desireable).

Benefits Package

Compassion in World Farming provides one of the strongest **benefits packages** in the animal protection movement, which includes:

- A comprehensive, nationwide health insurance plan that covers individuals, spouses, and families.
- 25 vacation days annually (plus eight federal holidays and two additional floating holidays).
- Four weeks of sick leave.
- Paid parental leave, comprised of 12 weeks paid and an additional 12 weeks unpaid.
- A 403b retirement plan with a 2% employer base contribution.
- A remote work environment with flexible schedules.
- A welcoming and collaborative culture in a global organization spanning nine countries.

To apply, please answer the following questions and send along with your resume and cover letter to jobs@ciwf.com with "Media and Communications Manager" in the subject line.

1. Why do you want to work at CIWF?
2. What relevant experience do you have to succeed in this role?
3. To what do you attribute your past successes?
4. What are your salary expectations?

Compassion in World Farming is an equal opportunity employer, and supports the facilitation of diversity, representation, and inclusivity within the animal protection movement. Compassion does not and shall not discriminate on the basis of race, color, religion (creed), gender, gender expression, age, national origin (ancestry), disability, marital status, sexual orientation, or military status, in any of its activities or operations. These activities include, but are not limited to, hiring, and firing of staff, selection of volunteers and vendors, and provision of services. We are committed to providing an inclusive and welcoming environment for all members of our staff, volunteers, subcontractors, vendors, and clients. Applications from members of underrepresented groups are encouraged.