

Job Title:	US Head of Campaigns
Job Type:	Full-time; Permanent; Exempt
Location:	Remote within Continental United States
Department:	Campaigns
Line Manager:	US Director
Salary:	\$63,000 - \$67,000
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 lead, plan, and deliver public campaigns, communications, and lobbying to improve the lives of animals, people, and planet. This role focuses on work in the USA and includes activities that span Compassion's global organization.

Primary Responsibilities and Duties

Lead public campaigns to drive change for farmed animals: 30%

- Ensure that Compassion's campaigns engage the public and influence public opinion, as well as those who shape, make or fund public or corporate policy.
- Strategic overview of campaigns activities and plans.
- Grow and engage the US supporter base.
- 'Raise our game' on public campaigning, implementing innovative new strategies.
- Monitoring and evaluation of public campaigns work.
- Work in collaboration with the Fundraising Team to engage supporters.
- Work in collaboration with the Food Business Team to identify and develop public campaigning opportunities that drive corporate animal welfare improvements.

Raise awareness and profile of Compassion USA: 30%

- Grow recognition of Compassion USA's work, and the work of our global organization.
- Sign-off (or delegate) all public facing media materials.
- Represent CIWF USA as appropriate in both strategic and high-profile forums.
- Act as a media spokesperson where required.
- Develop and implement crisis management systems and plans.
- Ensure that the Compassion brand and identity are in line with global standards and protocols across all our communications channels.

Line Management and Support: 20%

- Manage the Campaigns Team, both direct reports and the wider team to ensure they meet their objectives.

Develop and implement a new strategy for Compassion's public affairs lobbying: 15%

- Identify and lead on new opportunities to influence public policy and legislation.
- Work in coalition with other NGOs already active in this area.
- Ensure the US lobbying work is aligned with the global advocacy program.
- Lead on Compassion's lobbying work based at the United Nations in New York.

Determine and manage the objectives of the US Campaigns Team in close collaboration with the Global Headquarters in the UK: 5%

- Develop appropriate campaign objectives for the USA team and proactively seek opportunities to collaborate with the global organization.
- With the Director of Development, ensure that the campaigning and fundraising activities of the organization are fully integrated to best achieve objectives.
- Develop excellent relationships between the USA team and the functional teams at HQ.
- Work closely with the global fundraising team to ensure our public campaigns and fundraising activities are coordinated and aligned to deliver best impact for both.

Position Requirements

- Bachelor's degree in communications, public policy, or related field, or equivalent work experience
- Demonstrable experience in a senior campaigning, communications or policy role
- Strong strategic capacity and effective team leadership
- Experience advising senior management and CEO
- Experience creating increased public awareness, using digital campaigning techniques, creating campaign messaging, and shaping complex ideas for public consumption
- Track record of creating change through public campaigning
- Familiarity with the political/lobbying mechanisms in the USA
- Ability to manage budgets
- Able to deal sensitively, assertively and diplomatically with people
- Track record of working on animal welfare, food or farming issues (desireable)
- Experience of working in non-English speaking markets and sensitivity to international social, cultural and legal issues (desireable)
- Background in policy or social change (desireable)
- Experience being a media spokesperson (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 "US Head of Campaigns" 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.