



Programme Director– Animals in Farming

Description

About World Animal Protection

World Animal Protection have protected animals around the globe for more than 30 years. They use their collective skills and knowledge to move individuals, organisations and governments to transform the lives of animals.

The fate of animals rests with people, so they champion the wellbeing of animals as a vital solution to global challenges, moving the world to protect animals to ensure it is a local priority and an international concern.

World Animal Protection's shared vision and passion is delivering real change for animals across the globe. Their work and behaviours are aligned to Four Moves – Act now; Aim high; Get creative and Look around.

The organisation's work in more than 50 countries requires people who possess the skills, aptitudes and qualities that align with their culture, living their Four Moves to ensure they make decisions and perform in a way that reflects their brand.

About the Role

Reports to: Global Director of Programmes

Six Reports: Project Managers
Heads of Campaign
Technical Experts

Purpose of the role

The Programme Director of Animals in Farming provides leadership for the entire programme area. They will take the lead in embedding a culture of campaigning in order to increase World Animal Protection's impact, influence and profile. They will guide the delivery of inspiring, dynamic and creative campaigns that improve the welfare of farm animals, while also contributing to building a global movement in support of animal welfare.

The Director also plays a critical external role, representing the organisation in a leadership capacity in external forums, stakeholder and media engagement. They must be able to achieve individual and organisational objectives and targets through negotiating and influencing techniques. This includes persuading, convincing and influencing others in internal or external environments in order to get support for World Animal Protection's agenda. External environments may include media, politicians, local authorities, corporate clients, celebrities and professional bodies.

Global Animals in farming Programme & associated campaign strategy and leadership, including;

- strategy design & development, specific implementation outside of local capability and governance;
- global strategic objectives associated with the Animals in farming programme;
- associated campaign, performance management & reporting.

Duties and Responsibilities

Functional

- Ensure the campaigns and associated projects are capable of both engaging and mobilising significant support and delivering significant impact for their beneficiaries
- Ensure consistency and cohesion across all global farming work

- Provide guidance and coaching to team members as appropriate, ensuring that campaign skills and capacities are strengthened both at international and local level
- Ensure that campaigns are designed in a truly cross functional manner to achieve impact for animals while also building World Animal Protection's income and a movement in support of animal protection
- Lead, motivate and develop staff working on the Animals in farming programme to reach their full potential and to deliver the best possible outcomes and achievements against agreed objectives
- Represent World Animal Protection and the Animals in farming programme externally as appropriate.

Management

- Lead and line manage international Animals in Farming staff
- Lead and functionally manage local Animals in Farming staff
- Set expectation of high performance and develop and maintain a positive and creative culture across teams working on the Animals in Farming programme, and support international and local teams to achieve delivery of objectives
- Facilitate & practise integrated working across functions and geography
- Ensure Animals in Farming campaigns incorporate and generate the necessary content to support fundraising, communication and governance requirements
- Develop and maintain management approaches which facilitate open, effective and timely communication
- Ensure the professional development of staff within the Animals in Farming team
- Support the Global Director of Programmes to develop and implement consistent approaches, campaigns and projects that contribute to the organisation's global strategy

Finance

- Manage the global Animals in Farming programme, including all associated campaign activity within budgets
- Oversee the development of the department's budget in liaison with the finance team.
- Take overall responsibility for the management of delegated budget in accordance with World Animal Protection's financial procedures and local governance regulations.

Organisational responsibilities

- Delivery of World Animal Protection's global strategy across the core themes of Mission, Movement & Transformation in a global, matrix environment.
- Work with external organisations, teams within World Animal Protection and in the wider animal welfare movement to pursue programme & campaign objectives and wider organisational goals, including those relating to brand, communications, fundraising and resource management.
- Take part in building the brand and maintaining its integrity in support of WAP's profile, lead generation, income and engagement.
- Help secure resources (income) and reach (people and partnerships) by contributing to their supporter relationships, fundraising, communications, and donor reporting.
- Support the organisation to ensure that resources (financial, staff and IT) are managed efficiently and effectively by improvement of systems, reporting and compliance.
- Contribute to a learning culture and create a positive working environment for staff.
- The post holder will be expected to travel internationally to provide support or take part in World Animal Protection's activities as and when required.

Skills and Experience

- Essential Experience of leading social change campaigns in an international campaign environment
- Strong leadership qualities with the ability to direct and inspire global multi-functional and multi-cultural teams and build strong constructive relationships across the organisation at all levels
- Results-oriented with a positive outlook and a focus on quality and improvement
- Strong strategic abilities and intellectual rigour
- Experience of senior level networking, developing relationships with internal and external stakeholders and in representing an organisation to external stakeholders at all levels, including media
- Experience in managing organisational change at a senior level
- Advanced understanding of global and regional political and socio-economic issues and trends
- Able to develop and implement innovative solutions to problems and make recommendations that take account of long term benefits and risks
- Able to provide coaching, feedback and guidance to others, and of building capacity of staff to take part in campaigns
- Excellent presentation skills, written and spoken English
- A passion for animal welfare and a strong commitment to the aims and values of World Animal protection.

Meta Fields