



Wildlife Programme Manager/Campaign Manager

Description

About World Animal Protection

For the past thirty years, World Animal Protection has used its collective skills and knowledge to move individuals, organizations and governments to transform the lives of animals. World Animal Protection believes that the fate of animals rests with people, and that championing the wellbeing of animals is a vital solution to global challenges. Working in more than fifty countries, the organisation moves the world to protect animals as both a local priority and an international concern and aligns its work and behaviours to Four Moves: Act now, Aim high, Get creative and Look around.

Purpose of Role

To provide leadership and direction for the design and delivery of World Animal Protection's wildlife campaigns in the Asia Pacific region, specifically: Wildlife trade, Sea Change (oceans) and Bears in the Wild.

The Wildlife Programme Manager/Campaign Manager plays a key role in the organisation's effort to build awareness and drive change in the Asia Pacific region and globally in relation to welfare issues for wild animals, whether trapped in the live animal trade, in captivity or suffering (such as a result of fishing practices).

Scope of Role & Overall Responsibilities

- Leadership;
- Campaign strategy development and Implementation;
- Management of Campaigns and Resources;
- Internal Liaison and Coordination;
- External Representation, including media spokesperson;
- Responsibility for the design and effective delivery of World Animal Protection's wildlife campaigns in the Asia Pacific region;
- Responsibility for campaign budgets and expenditure as per Delegated Authority;
- Management of staff and contractors.

Decision-Making Authority

Decisions Expected

- Activities and expenditure in accordance with approved plans.

Recommendations Expected

- Strategy, project plans and budget for wildlife campaigns in Asia Pacific region (Wildlife trade, Sea Change, Bears in the Wild);
- Opportunities for fundraising arising from campaigning;
- Communications, brand promotion and mobilisation opportunities arising from campaigning.

Key Responsibilities & Duties

Leadership (15%)

- Provide leadership and direction for the design and delivery of World Animal Protection's global Wildlife campaigns in the Asia Pacific region;
- Stay abreast of current media, political and scientific developments of relevance to World Animal Protection's agenda.

Campaign Strategy Development and Implementation (25%)

- Develop and implement campaign strategies, plans and tactics that change the minds and behaviour of the public, governments and business, moving them to protect animals;
- Foster cross departmental collaboration to ensure campaigns build public support for World Animal Protection's vision and mission as well as deliver on specific campaign objectives.

Management (25%)

- Manage staff and engage contractors as required and in compliance with World Animal Protection's personnel policies;
- Be responsible for the delivery of campaign outcomes within agreed timeframes and budgets.

Internal Liaison (20%)

- Foster strong collaboration between offices in the Asia Pacific region as well as between regions to deliver strong and impactful Wildlife campaigns.

External representation (15%)

- Represent World Animal Protection in public fora, to external stakeholders such as the business community, scientific and government sectors, to the animal welfare community at large and to the media, to achieve campaign objectives and to strengthen the profile and credibility of World Animal Protection;
- Build relationships with a range of external stakeholders including business, government and non-governmental organizations on issues of relevance to World Animal Protection's agenda;
- Effectively convey information to a variety of audiences;
- Media spokesperson when relevant.

Other Roles**Four Moves Champion – Uphold and promote World Animal Protection's values and behaviours**

- Act Now – They focus on positive things they can do today to drive sustainable change;
- Aim High – They stretch themselves and their ideas of what they can achieve for animals;
- Get Creative – They're open to new ideas that can make a real difference;
- Look Around – They work with a global mindset to make a real impact now and far into the future.

World Animal Protection's ambassador – Public relations

- Act competently and deal with public in a courteous and respectful manner;
- Communicate appropriately, cross-culturally and respectfully with our peers at all times;
- Follow up on questions promptly, provide business-like replies to inquiries and requests, and perform duties in an orderly manner;
- Take great pride in their work and enjoy doing their very best.

World Animal Protection employee – Continuous requirements

- Occupational health and safety (OHS) adherence;
- Commitment to Equal Employment Opportunity (EEO);
- Self-development and continuing personal development;
- Management and reporting of on all invoicing activities using agreed systems and processes;
- Quality assurance.

Position in Organisation**Reports to:**

- Line Manager: Asia Pacific Head of Campaigns.

Subordinates (5):

- Wildlife project managers;
- Senior Wildlife Veterinary Advisor.

Member of:

- World Animal Protection Asia Pacific's Senior Programmes team;
- Global Wildlife team;

Collaborates & Co-ordinates with:

- World Animal Protection International, Asia Pacific Regional Office, country offices where appropriate but especially in the Asia Pacific region, World Animal Protection's global wildlife team, international, regional and national communications and fundraising staff.

Liaises with:

- External stakeholders on all levels including with governments, enforcement agencies, IGOs, and NGOs, supporters and donors.

Skills & Qualifications

- University degree or equivalent;
- Minimum 5 years' experience of leading social change campaigns preferably in an Asia Pacific or international campaign environment;
- Advanced understanding of how to drive political and social change;
- Mature, credible and comfortable in dealing with external and internal stakeholders;
- Ability to lead and inspire multi-disciplinary and multi-cultural teams and build strong constructive relationships with all departments at all levels;
- Results-oriented with a positive outlook and a focus on high quality and constant improvement;
- High level of flexibility and intellectual rigour;
- Strong strategic abilities;
- Extensive experience of representing issues in the media;
- Excellent written and verbal communication skills;
- Strong interpersonal, networking and negotiating skills;
- Proven ability to manage projects and teams to deliver results on time, within budget and to deadlines;
- Ability to work unsupervised, in a rapidly changing and high pressure environment;
- Computer literate using Microsoft packages e.g. Word, Excel and PowerPoint, internet and email and internal software;
- A passion for social change and a strong commitment to the aims and values of World Animal Protection;
- Flexibility to travel nationally and internationally, sometimes at short notice.

Meta Fields