

Global Head of Media

Fixed Term Contract Up To 12 Months Maternity Cover

Circa £44,000 pa

London



Global Head of Media – The Role

You will be responsible for setting our global media strategy to build our reputation and awareness as a leading animal welfare organisation worldwide by engaging key supporter and stakeholder audiences.

You will own our media profile as well as manage our global reputation.

Your key focus will be to develop a proactive approach to the media and build high level relationships with influential international journalists to deliver increased media coverage on a global scale.

We will look to you to provide strategic leadership and operational management to international and country based teams on media strategy too.

You will also provide strategic advice to manage reactive issues as well as support country offices to deliver key media objectives. This will involve developing spokespeople throughout the organisation and building the media capacity of campaign teams and country offices to handle issues.

Global Head of Media – Requirements

You must have worked in a similar high profile senior level media role and achieved significant and effective media coverage for key projects and campaigning activity. Your remit will have also covered crisis communications and reputation management.

Used to advising senior management teams you will be expert at engaging with a broad range of internal and external stakeholders at all levels and internationally.

You will be able to demonstrate the ability to deal with complex media issues, work audience based profiling and develop, launch, manage and evaluating high profile campaigns.

You will also possess well developed communication, budgeting and project management skills.

Knowledge of animal welfare issues and campaigns would be an advantage.

Who are we?

We are World Animal Protection.

For over 50 years we have moved the world to protect animals.

We protect animals because we believe a sustainable future for the planet can only be achieved if both animals and people are part of the solution.

We stop the exploitation of wild animals for entertainment and profit. We protect pets and working animals in communities across the globe. We campaign for better farm animal welfare and fight against factory farming. We also help animals when disaster strikes.

Our vision is a world where animals live free from suffering. We are working to help people to see how important animals are to all of us.

We are determined to influence decision makers to put animals on the global agenda and inspire people to change animals' lives for the better. Today we're working on projects to end animal suffering by helping governments and communities to protect and care for their animals.

Join us and together we can move the world for animals.

Global Head of Media – How to Apply

If you want to be part of a dynamic organisation that values people as individuals, as well as inspires and motivates its employees to succeed and expand their talents, then please send a copy of your CV and cover/motivation letter to recruitment@worldanimalprotection.org

Closing date: 22nd January 2017

Please note that all candidates must have the right to work in the UK. We will not be able to consider candidates who do not have the eligibility to work in the UK.

As we often receive a large number of applications from experienced and qualified candidates we will generally give priority to those who can demonstrate that they meet all of the essential criteria listed. It is important that you show how you meet all the essential criteria and your application will be stronger if you show that you meet at least some of the desirable criteria.

Due to the large volume of applications that we receive, we will not be acknowledging receipt of your application. If you do not hear from us within 3 weeks of the closing date, please consider your application as unsuccessful.

We kindly request Recruitment agencies should not approach us for this role as we will be considering direct applications.

Our new name is World Animal Protection. We were known as WSPA (World Society for the Protection of Animals)

Job Description

GLOBAL HEAD OF MEDIA



We are World Animal Protection.

We end the needless suffering of animals.

We influence decision makers to put animals on the global agenda.

We help the world see how important animals are to all of us.

We inspire people to change animals' lives for the better.

We move the world to protect animals.

World Animal Protection is a truly global organisation, working in over 50 countries across the world, with offices in every continent. Our vision is a world where animal welfare matters and animal cruelty has ended. We protect animals because we believe a sustainable future for the planet can only be achieved if both animals and people are part of the solution.

Job Title: Global Head of Media (maternity cover) **Location:** London

Reports to: Global Director Marketing & Communications

***Technical/Professional Accountability to:**

Reportees: Media Manager (x2)

***Technical/Professional Reports:**

Global/Local: Global

Budget holder: Yes

Main Purpose of the role

The Global Head of Media is responsible for setting World Animal Protection's global media strategy to build our reputation and awareness as a leading animal welfare organisation worldwide. The key focus of the role is on developing a proactive approach to the media, increasing our media coverage on a global scale and building high level relationships with influential international journalists, as well as providing strategic advice to manage reactive issues. The position plays a key role in supporting and developing country offices to deliver key media objectives.

Accountabilities

- Accountable for World Animal Protection's profile in the media and for managing the organisation's reputation globally, working in close collaboration with campaign teams and country offices
- Provide strategic leadership and operational management to World Animal Protection's international and country based teams on media strategy.
- Support the Global Director of Marketing & Communications and collaborate with other directors and senior managers in the development and implementation of an integrated organization wide marketing and communications strategy.
- The role holder will comply with the organisation's policies and procedures.

Duties and Responsibilities

Functional

- Develop and implement a global media strategy which positions the organisation as a leader in animal welfare, supports delivery of the overall corporate strategy and engages with key supporter and stakeholder audiences
- Identify priority influential international media to build World Animal Protection's profile across these targets
- Develop media-based public awareness campaigns to increase public understanding of animal welfare
- Develop spokespeople throughout the organisation
- Provide training and specific direction to campaign teams and country offices on handling of media issues
- Protect and enhance the organisation's reputation, leading work in development and implementation of reputation management plans/crisis management plans
- Provide high-level media advice to and create profile-building programmes for the CEO and other key staff
- Proactively ensure that policy, guidelines and strategies for media engagement and reputation management are up to date and communicated
- Lead and direct the monitoring of the global impact of our media work ensuring cost effective evaluation methods are in place
- Ensure that procedures, processes and systems are in place to enable the organisation to respond quickly and publicly to relevant current events including events occurring out of office hours
- Act as a contact point for media enquiries outside office hours alongside other members of the global media team
- Undertake any other duties or projects commensurate with the nature and grade of this post as required.

Note: In exceptional circumstances, when media responses that go beyond our day-to-day operational requirements are required, the Head of Media has the authority to issue those responses without senior approval but within the confines of the communications strategy. This might occur in the event of an emergency when none of the Senior Leadership Team are available.

Management

- Line manage an international team and functionally manage country-based communications staff to deliver media objectives, ensuring a high level of performance, engagement and well-motivated staff
- Be an effective member of the senior management team in helping to lead the department and ensure it makes the most effective contribution to World Animal Protection's strategic objectives
- Effectively manage information, issues, opportunities and challenges both upward and downward
- Keep abreast of external opportunities and challenges that impact on our work, making sure that we are able to re-prioritise our approach and resources rapidly and effectively
- Sets, communicates and monitors the performance of team/function against clear, aspirational performance indicators
- Displays leadership, communicates direction and gains commitment to action
- Supports the Global Director of Marketing and Communications in delegated tasks to support strategic priorities.

Finance

- Oversee the development of the department's budget in liaison with the finance team and reporting to the Global Director Marketing and Communications.
- Ensure the effective and efficient 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 cooperatively with external organisations, teams within World Animal Protection and in the wider animal welfare movement to pursue programme objectives and wider organisational goals, including those relating to brand, communications, fundraising and resource management.
- Actively participate in building our brand and maintain the integrity of our brand to support our profile, lead generation, income and engagement.
- Help secure resources (income) and reach (people and partnerships) by actively contributing to our supporter relationships, fundraising, communications, and donor reporting.
- Actively participate and support the organisation to ensure that we manage our resources (financial, staff and IT) efficiently and effectively by improvement of systems, reporting and compliance.
- Contribute to a learning culture and create a positive working environment for staff.
- The role holder will from time to time be required to undertake any other duties that are within the scope of this role.
- Take responsibility for their own health, safety and welfare, comply with H&S policy and procedures, and not act in any way that compromises the safety of themselves, colleagues or the public.
- The post holder may be required to travel internationally to provide support or participate in World Animal Protection's activities as and when required.

Skills and Experience

Essential

- Significant experience of working in a media role at a senior level
- Demonstrable senior experience of working with the media with evidence of having achieved significant and effective media coverage for key projects and campaigning activity
- Demonstrable high level experience as advisor to senior management teams
- Experience of stakeholder and audience based profiling
- Experience of crisis communications and dealing with reputation management
- Proven capacity and experience to engage with a broad range of internal and external stakeholders at all levels and internationally
- Demonstrable experience of dealing with complex media issues
- Experience of developing, launching, managing and evaluating high profile media campaigns
- Evidence of having developed powerful, precise and concise arguments for complex issues
- Excellent verbal and written communications skills; excellent written and spoken English

- Demonstrable ability to adopt a solution focussed approach and make sound decisions under pressure
- Proven experience of leading a team, inspiring and motivating them to deliver first class, inspiring and strategic work which supports the overall organisational objectives
- Proven experience developing & monitoring budgets

Qualifications

- Degree in communications or equivalent professional experience

Desirable

- Experience working in a global organisation, preferably in the not-for-profit sector
- Knowledge of animal welfare issues

Last reviewed/updated: 15 December 2016

*World Animal Protection operates in a matrix environment. This means we routinely work with colleagues from different locations, business units and cultures in cross-functional and virtual teams.

A **global role** works across geographic boundaries with a remit to enable the delivery of strategic organisational activity across the world, providing direct input and support at a local level as required. A **local role** is primarily focussed on the delivery of strategic organisational activity within a country or location, providing information and input to global strategy and directions as required.