

Job Description

UK Communications Manager



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: UK Communications Manager

Location: London

Reports to: UK Head of Public Affairs and Communications

***Technical/Professional Accountability to:**
Global Director Marketing and Communications; UK Head of Campaigns; UK Director of Fundraising

Reportees: UK Communications & Media Officer

***Technical/Professional Reports:**
N/A

Budget holder: Yes

Global/Local¹: Local role

Main Purpose of the role

The main purpose of the role is to develop and implement World Animal Protection's UK communications strategy to ensure the organisation is making the optimum use of communications to develop its brand, reputation, income, audience and impact in support of our strategic aims. This includes translating the UK communications strategy into an annual programme of communication activity across various channels. The role is responsible for ensuring our communications work is cost effective, robust and delivers measurable, meaningful impact. The role is also a key member of a broader global communication team working across 14 countries.

Accountabilities

- The UK Communications Manager is accountable for the delivery of the UK Communications Plan which works across a range of functions – campaigns, fundraising/marketing and supporter communications and includes media relations (proactive & reactive), content

development/gathering, the development of communications assets, working across digital channels and helping to develop brand presence and awareness

- *The role is also accountable for ensuring local communication strategies and plans are aligned with global strategies and priorities, working as part of a broader global communications team and in providing professional advice to integrated global communications teams on key projects on behalf of the UK office.*
- The role holder will comply with the organisation's policies and procedures.

Duties and Responsibilities

Functional

- Support the UK Head of Public Affairs and Communications in the development and delivery of the World Animal Protection UK communications strategy and implement the operational plan to meet our strategic objectives and Key Performance Indicators (KPIs)
- Develop and manage the delivery of communications and PR plans supporting campaigning and fundraising projects which include relevant and appropriate messaging which will resonate with a range of audiences within the UK market
- Plan, develop, implement and evaluate marketing communications & PR activity/projects to develop brand awareness and presence, aligned with the global communication strategy, acting as the brand champion for the UK office
- Undertake audience insight work and testing to inform our campaigns, supporter communications and fundraising messaging
- Prepare proactive and reactive media responses and provide support to UK staff on handling media interviews Work with the UK Digital Team to create digital assets across a range of digital channels to support the development of the digital first strategy/process within the team and with Fundraising and Campaigning.
- Plan, research and support the production of communication materials and assets which assist with the delivery of campaigns, brand and fundraising objectives
- Working with the Head of Public Affairs and Communications input into and assist with the delivery of a UK brand strategy to improve the awareness of World Animal Protection
- Work closely with functional heads in the International Marketing and Communication team to ensure UK work is aligned with global communications strategies, priorities, policies and processes
- Actively participate in integrated global communication teams and working groups, providing professional input and representing the UK office

Management

- Oversee the operational delivery of all UK communications activities as agreed and delegated within the UK Communications Plan
- Carry out effective line management and development of UK Communications Officer, including conducting appraisals and identifying personal development plans

Finance

- Input into the development of the department's budget in liaison with the UK Head of Public Affairs & Communications and the UK Finance team.

- Take overall responsibility for the effective and efficient management of a delegated budget in accordance with World Animal Protection's financial procedures and local governance regulations including regular budget reforecasting

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

- Strategic communications experience with a track-record of developing and delivering operational plans which meet strategic objectives and KPIs
- Significant experience of working with UK national, regional and local media on proactive and reactive topics to deliver strong results
- Experience of contract negotiation and management of suppliers including creative agencies, print designers and film editors
- Strong experience of working on integrated projects, particularly across campaigns and fundraising
- Proven experience working with operational colleagues to translate technical information into engaging and compelling content for external audiences using various channels
- Experience of developing and delivering brand marketing plans which build brand awareness and deliver growth in brand equity, preferably within the UK market
- A strong understanding of digital channels and social media and how to deploy these channels to deliver a communications strategy
- Events management experience
- Experience using databases and systems such as media monitoring software, social media and content management systems

- Proven strong organisational skills, attention to detail and ability to work well under pressure and meet deadlines
- Excellent communication skills – written and oral
- Strong interpersonal and team working skills and ability to take own initiative
- An up-to-date knowledge and understanding of IT and its application in a communications environment

Qualifications

- Educated to degree level or equivalent experience

Desirable

- Knowledge of animal welfare issues and campaigns
- Experience of working to support national campaigns and lobbying
- Experience of working with high profile supporters

Last reviewed/updated: 01 November 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.