

JOB DESCRIPTION: CAMPAIGNER – ANIMAL FARMING

You'll be joining a friendly, diverse and vibrant team. We are all people who care deeply about animals, and between us have many years of experience in animal rights and activism for animals.

An essential part of this role is watching undercover footage and reading – and writing – about the use and abuse of animals farmed for food. This can be emotionally and mentally challenging. If you would like to know more about what this might involve, please visit the Undercover Investigation section on our website: <https://www.animalaid.org.uk/investigations>. We are happy to discuss this further in advance of application, so please get in touch.

1. To participate effectively in the planning, execution and evaluation of Animal Aid's farming campaign work. This will include activities such as looking at our and other group's undercover investigative footage, understanding the impact of standard farming practices on animals, researching and writing briefings, developing creative and impactful campaigns, media interviews, public outreach and giving talks.
2. To undertake research and tasks, working in co-operation with the Head of Campaigns, Animal Aid consultants, and the Director. To attend relevant committees and meetings.
3. To develop new campaign initiatives in consultation with the Head of Campaigns, and work as part of the campaigns team.
4. To create and commission impactful content for social media and online campaigning. This will include posting and monitoring the content.
5. To plan and manage investigations. This will include reviewing and cataloguing all footage; ensuring that detailed and accurate records are kept; and preparing for investigations to be released where appropriate or to proceed to prosecution.
6. To brief and work with the media, including writing press releases and undertaking live and recorded interviews.
7. To undertake political lobbying, with support from Animal Aid's consultants and the Head of Campaigns, where needed.
8. To network with other relevant organisations and initiate projects to promote Animal Aid to a wider audience.
9. To contribute written material to Outrage and other Animal Aid publications.
10. To review, update and re-order leaflets and other resources, as well as commissioning new ones.
11. To undertake research for the purpose of campaigning and to keep up to date with all farmed animal-related issues.
12. To represent Animal Aid at fairs and festivals, as appropriate.

13. To engage with supporters and members of the public, including dealing with enquiries by phone and email.
 14. To undertake admin duties necessary, including filing and record keeping.
 15. Other general office duties required in the day-to-day running of the Society.
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Whilst this position is largely normal office hours, work outside these will be required (e.g. relating to media interviews, press conferences, talks and exhibitions) Time in lieu will be given as appropriate.

PERSON SPECIFICATION

- We are hybrid working, so you will be mainly working from home. You must be a self-motivated, creative, digitally literate, passionate campaigner
- You will also be energetic, resilient and emotionally aware
- Close attention to detail in order to ensure accuracy
- Experience of campaigning and lobbying – either in a salaried role or at a grassroots level
- Experience of recruiting and working with volunteers/activists
- The ability to clearly and concisely communicate both verbally and through written work
- Good understanding and effective use of social media and digital campaigning
- Willingness to answer questions from colleagues, supporters, members of the public, media etc
- Ability to provide quotes and comments to the media
- Represent Animal Aid in meetings with civil servants, MPs, other groups and the public
- An understanding of Animal Aid's current campaigns
- Willingness to speak to school classes and societies about our work
- Flexibility to help colleagues in other areas of our work as and when required such as answering the telephone, sending out resources
- Ability to work autonomously and as part of a team, remaining focused at critical times