

# Campaign Manager – Animals in Entertainment Lead

## Job Description

Lead bold campaigns. Expose cruelty. Inspire compassion.  
Are you ready to take on one of the most powerful roles in the fight for animal rights, respect & compassion?

As campaigns manager for animals in entertainment at Animal Aid, you'll be at the forefront of a movement to end the exploitation of animals in racing, circuses, and other forms of entertainment. This is your opportunity to lead high-impact campaigns, uncover the truth, and drive lasting change.

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### Your mission:

- **Strategise & execute campaigns:** A key player in delivering Animal Aid's campaign strategy. From writing compelling briefings to planning creative actions, your work will be bold, strategic, and results driven.
- **Champion the cause:** Take the lead on our animals in entertainment campaign. Collaborate with our head of campaigns, consultants, and director to develop powerful initiatives and represent us at key meetings and committees.
- **Lead investigations:** Plan and manage undercover investigations that expose cruelty. You'll review footage, document findings, and ensure legal breaches are reported—turning evidence into action.
- **Innovate & inspire:** Bring fresh ideas to the table. Propose new campaign directions and work closely with the campaigns team to bring them to life.
- **Be the voice:** Speak out for animals in the media. Write press releases, give interviews, and represent Animal Aid with confidence and clarity.
- **Influence policy:** Engage in political lobbying and help shape laws that protect animals from harm.
- **Build alliances:** Network with like-minded organisations and launch collaborative projects that amplify our message and reach.
- **Create impactful content:** Write for our publications and craft compelling digital content that educates, mobilises, and inspires.
- **Resource development:** Keep our campaign materials fresh and effective—review, reorder, and commission new resources as needed.

- **Stay informed:** Conduct research and stay up to date on animal-related issues to ensure our campaigns are always informed and relevant.
  - **Engage the public:** Represent Animal Aid at events, respond to public enquiries, and build strong relationships with supporters.
  - **Support the team:** Pitch in with admin and general office duties when needed—because every detail matters in a movement like ours.
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### **Flexibility & commitment**

While this role is primarily during office hours, you'll occasionally step up for media interviews, press events, talks, and exhibitions. Time off in lieu will be provided.

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**This isn't just a job—it's a calling.** If you're ready to lead with purpose, speak truth to power, and fight for a world where animals are respected and free from harm, we want you on our team.

## Person Specification

Be a voice for animals. Lead change. Inspire action.

Are you ready to take a stand for animals and lead powerful campaigns that challenge cruelty and inspire compassion? Join us at Animal Aid as our Campaign Manager for Animals in Entertainment, where your passion, creativity and drive will help shape a more humane world.

### What we need:

- **Trailblazing campaigner:** You're a self-starter who thrives in a hybrid working environment. You bring bold ideas, digital expertise and a relentless passion for justice to every campaign.
- **Compassionate leader:** Emotionally intelligent, resilient and full of energy, you inspire others with your commitment to the animal liberation movement.
- **Animal rights advocate:** You live and breathe animal rights, with a particular fire for ending the exploitation of animals used in racing and entertainment.
- **Detail-oriented strategist:** Precision matters. You ensure every message, fact and action is accurate and impactful.
- **Experienced changemaker:** Whether through grassroots activism or professional roles, you've led campaigns, influenced policy and mobilised communities.
- **Powerful communicator:** You write and speak with clarity, conviction, and compassion – whether addressing the public, media or policymakers.
- **Digital campaign pro:** You know how to harness the power of social media and digital tools to amplify your message and grow movements.
- **Informed and engaged:** You understand the Animal Aid mission and are especially passionate about ending horse and greyhound racing.
- **Confident spokesperson:** You're ready to represent Animal Aid in the media, in schools and in meetings with MPs, civil servants and allies.
- **Community builder:** You know how to recruit, motivate and support volunteers and activists to take meaningful action.
- **Team player with flexibility:** You're happy to pitch in wherever needed – whether it's answering phones to our supporters, sending resources or supporting colleagues.
- **Independent and collaborative:** You can work autonomously and as part of a team, staying focused and effective even under pressure.

**This is more than a job – it's a mission. If you're ready to lead bold campaigns that make a real difference for animals, we want to hear from you.**