

## Communications Manager

Location: New York

Permanent

Salary: \$75,000 – 85,000 per annum

Closing date: Open until filled



### Communications Manager – The Role

As an expert in media relations and generating media coverage this role with a major international animal welfare organisation is a unique platform for your skills. Your remit will be to collaborate with colleagues to develop and execute our U.S. communications strategy to achieve a lasting impact for animals.

You will raise awareness of our programs in the United States by implementing our domestic and global communications and marketing strategy. This will include building and maintaining media relationships, delivering sustained media coverage and developing links with high-impact influencers. Day-to-day you will help produce engaging and inspiring press materials, pitch stories, identify opportunities for media coverage and input into the development of collateral materials to support fundraising. Important too will be the ability to ensure consistent messaging and branding in your work. You will also act as media spokesperson when required.

### Communications Manager – Requirements

- Significant experience of media relationship management and a record of successfully pitching stories
- Able to deliver at local, national and international level
- Superior writing skills and creative vision
- Excellent communication skills, written and verbal
- Effective at building and maintaining relationships
- Organised and able to produce accurate monitoring and reporting
- Love of animals and be able to talk about animal welfare issues.

### How to Apply

If you want to be part of our dynamic organisation and help us move the world to protect animals then please send us a copy of your CV, salary expectation and cover/motivation letters addressing your skills and experience relative to the role to [recruitment@worldanimalprotection.org](mailto:recruitment@worldanimalprotection.org)

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.

World Animal Protection is an equal opportunity employer and committed to providing equal opportunities for everyone regardless of their background.

The successful candidate must have the right to work in the advertised location at the time of application or be in the process of securing right to work in the advertised location.

### **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.**

### **Why Work for us?**

We move the world to protect animals globally but there are many other reasons to join our organisation. We are a truly global organisation with offices in Australia, Brazil, Canada, China, Costa Rica, Denmark, India, Kenya, the Netherlands, New Zealand, Sweden, Thailand, UK and USA. We employ over 380 people globally covering campaigns, media, fundraising, operations, finance, administration and human resources.

As well as competitive employee benefits we want our employees to grow with us and build their careers within World Animal Protection and therefore encourage internal applications. We have a strong track record of offering existing staff promotions as well as secondments and position changes within the organisation.