

JOB DESCRIPTION MEDIA AND CAMPAIGNS MANAGER POLAND

Post holder: vacant

Job Title: Media and Campaigns manager CIWF Poland

Department: CIWF Poland

Reviewing manager: Head of Poland

OVERALL OBJECTIVE(S) OF THE POST

This role will contribute to ending factory farming and to achieving agreed farm animal welfare objectives, by growing CIWF Poland movement of support. This will involve leading, planning, communicating, coordinating and successfully implementing innovative and effective campaigning projects, including building relations with, and exposure in, the media.

1. POSITION IN THE ORGANISATION

- Reports to Head of Poland.
- Works closely with the Polish team, develops strong and effective working relationships with the relevant Marketing, Campaigns and Media teams at HQ and with relevant colleagues in CIWF's EU offices.
- Develops and nurtures good working relationships with volunteers and active supporters to engage their help in particular campaigns / events.
- External contacts: traditional and new media, journalists and bloggers, commercial media, suppliers, consultants and agencies.

2. SCOPE OF JOB

- Planning, leading and delivering campaigns to increase the impact of Compassion in Poland
- Creating and driving media coverage in support of public campaigns
- Contribution to the Poland office strategic planning

3. DIMENSIONS & LIMITS OF AUTHORITY

- Responsible for assigned campaign budgets.
- Responsible for provision of regular reports for dissemination to other staff, Directors etc. to contribute to the Board reports, monitoring and evaluation of the assigned campaigns projects.

4. PERSONAL SPECIFICATION

Requirements to carry out the job effectively (and which may be developed). The requirements listed below are representative of the knowledge, skill and/or ability required.

ESSENTIAL	DESIRABLE
Education and experience	
<ul style="list-style-type: none"> • Educated at university or higher vocational education level, f.i. School for Journalism. • Experience in the charity or NGO sector in PL • Experience in a campaign communications and media role 	<ul style="list-style-type: none"> • Educated in global issues, environmental and animal welfare matters • International work experience, or work in international teams. • Existing network of journalists
Knowledge	
<ul style="list-style-type: none"> • Proven track record of developing a supporters movement in support of campaigns and fundraising • Excellent understanding of working in/with NGOs or charitable organisations • Excellent knowledge of print, broadcast and social media. • Proven track record of leading and implementing successful campaigns • Good knowledge of modern campaigning tools and of successful global campaigns 	<ul style="list-style-type: none"> • Good knowledge of PL and EU political system • Good knowledge of environmental and/or farm animal welfare issues within the EU • Experience in working with celebrities in order to support campaigns • Understanding of working with volunteers and supporters
Skills and abilities	
<ul style="list-style-type: none"> • Able to work well under pressure • Fluent in Polish (mother language) and in English • Excellent communication skills, both oral and written: presentation and public speaking, media (RTV), telephone, building media contacts • Excellent project design, planning and implementation skills. • Able to organise and manage events • Excellent writing skills in Polish • Able to write attractive, convincing and concise copy for various audiences and purposes and targets, like: Press releases, web stories, Direct Mail etcetera. • Able to translate and adapt texts and publications from English for the Polish market • Able to liaise with all external contacts: journalists, commercial media reps, consultants, agencies and suppliers. • Analytical skills: able to use scientific data and formulate objective, well reasoned 	<ul style="list-style-type: none"> • Demonstrable interest in farm animal welfare issues. • Software: Database, Indesign or other graphic design software.

arguments and messages.	
<ul style="list-style-type: none"> • Very good IT skills, including Microsoft Office applications and internet 	
Personal qualities	
<ul style="list-style-type: none"> • Creative approach with the ability to develop new ideas • Positive and confident disposition • Sensitive to social and cultural issues • Team player, supportive of colleagues, but also able to work on your own. 	<ul style="list-style-type: none"> • Passion for campaigning for (farm) animal welfare

5. PRIMARY RESPONSIBILITIES

The primary responsibility of this role is to grow CIWF-Poland movement of support and to work with the media, to nourish the effectiveness of the organisations campaigning work.

Essential duties and responsibilities include the following. Other duties may be assigned.

Planning, leading and delivering campaigns to increase the impact of Compassion in Poland

- Design, planning, managing and implementation of campaigns or campaigns projects. This may include:
- Produce publications and develop plans for dissemination to all relevant Polish audiences in order to achieve maximal exposure and effect
- Organise events, like campaign tours or media stunts
- Writing of excellent and appealing copy for various audiences and purposes. These may include: web stories, supporter e-mails, facebook-posts, leaflets or folders, brochures and others.
- Monitor and evaluation of these activities
- Identify, recruit and work with national celebrities to gain their support for our work and campaigns.

Creating and driving media coverage in support of public campaigns

- Devising and implementing broadcast/print/ relations strategies and long-term planning
- Proactively and reactively seek to increase appropriate media coverage
- Sell in stories to traditional and new media
- Build a network and expand the database of media contacts. Communicate regularly with media contacts by phone, written communications and in person.
- Identify, research and write press releases, web news pieces, features, comment pieces, briefings, letters to the editor, scripts and other relevant publicity materials as and when required
- To act as spokesperson for CIWF-PL and support other CIWF-PL staff in this role as required.
- Assist with organising press conferences and media actions
- Monitor and evaluate media work, including assisting in the compilation of reports

Contribution to the Poland office strategic planning

- Works closely with the Head of Poland, the Polish team and relevant HQ staff on the strategic planning of media and campaigns in line with the organisations overall objectives and goals.
- Develops effective strategies for achieving maximum exposure for CIWF's work in Poland and for maximum growth of our movement of support in Poland

- Designs campaigns and marketing activities in line with the scope of the programme strategies.

6. ADDITIONAL TASKS

To assist with other departmental duties where necessary, as listed below:

- As part of your employment you may be required to travel anywhere within the world in order to carry out the duties of your employment. Travel, particularly within Europe, may be required at short notice
- Due to the nature of the role, there may be a requirement to carry out some work out of office hours. This work is to be arranged in accordance with procedures
- Take due and reasonable care of oneself and others in respect of Health & Safety at Work
- Act in accordance with the principles of Compassion in World Farming's Ethical Policy
- In all work activities, comply with data protection legislation and Compassion in World Farming's requirements for the protection of personal information and the privacy of individuals
- Provide formal and informal training at the request of your line manager, senior manager or a director, on your areas of expertise, to other members of staff, work experience students, trustees etc.
- The job description is not exhaustive and you may be asked to carry out additional tasks which are appropriate to your job role, as required by your line manager