



Global Development Director

Creating a movement to end suffering of animals

NOVEMBER 2017





Welcome

Thank you for your interest in becoming the new Global Development Director of World Animal Protection.

World Animal Protection is at the forefront of the animal welfare. As a change organisation we improve the lives of animals by making systemic change on a huge scale. Supported by our strong digital presence and influence in the media, we are mobilising millions of people to champion improved welfare for animals worldwide.

In doing this we are determined to open the eyes of the world to the plight of animals who suffer every day, and thereby reduce suffering for animals in the wild, animals in farming, animals in communities, and animals in disasters. We have achieved a lot for animals already but there is so much more to do.

We are at an exciting stage in our development, with an ambitious strategy to rise to this challenge of needing to do even more; this will need more and more supporters to come and join our movement. In order to achieve this ambition, we seek to appoint a new Global Development Director.

We're looking for a Global Development Director who shares our passion for our important work and has what it takes to build the movement we need by mobilising individuals to be part of the change we are making. You will have the leadership skills required to mobilise people across the world through your ability to improve the global performance of the brand, ensure communications for programmatic campaigns are delivered effectively, achieve our global income targets and develop our marketing communications and fundraising staff globally.

You'll have the gravitas to engage credibly with a wide range of internal and external stakeholders. In return you will be guaranteed an exciting, challenging and rewarding experience within a progressive and forward-thinking organisation that's making a real difference.

If you are interested in this unique role and would welcome the opportunity to have an informal conversation, please contact our advising consultant, Thibaut Mills, on +44 (0) 1865 403327 or via email at tmills@oxfordhr.co.uk.

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About us

Our vision is of... A world where animals live free from suffering.

To make our vision a reality... We move the world to protect animals using our theory of change which comprises.

To most effectively deliver our vision, we focus on the issues and activities where we can have the biggest impact on reducing the scale, duration and intensity of animal suffering, through our four priority programmes.

Animals in the wild...

We will directly save at least 100,000 wild animals from being traded and used for entertainment, as luxury pets or products, and as traditional medicines. We will also save 1 million marine animals.



Animals in communities...

We will convince the governments of 25 countries to adopt humane and ethical dog population management policies and practices. These will improve the lives of at least 50 million dogs.

Animals in disasters

We will directly benefit the lives of at least 5 million animals through our disaster response and improve the lives of a further 270 million animals by working with target governments to change policy and practice.



Animals in farming

By 2020, we will transform the lives of at least 1 billion farm animals and secure commitments from 4 global retail brands and 12 national chicken retailers to source higher welfare chicken.

Fundraising

Every dollar, baht and pound helps move the world for animals.

With generous funding from our supporters worldwide, we have over the past year strengthened our work to make that vision a reality.



In 2016, World Animal Protection secured £34.1m of income, which was an increase of more than £3.2m compared to 2015. Legacy income was one of the most significant drivers, with £7.8m in bequests provided by generous individual supporters, of which a large proportion came from the United Kingdom. This is an increase of £3.2m, or 71%, compared to 2015 (£4.6m). Gifts in kind from companies in the United States, which helped raise awareness of World Animal Protection's work, also contributed to our strengthened income position this year. Whilst donations from trusts and foundations also rose slightly to £540k in 2016.

Financial Strength

In 2016, our income rose by £3.2m to £34.1m, building on our generous donor base with good results in income from legacies and partnership giving. We spent £30.4m, of which 79% was spent on charitable activities. Our fundraising return on investment was an impressive £5.27/£1. We made a net operating surplus of £4.4m; this was more than intended due to a high level of legacy receipts and the effects of the organisational restructuring, both of which affected the final quarter of 2016.



We implemented a change to our operating model, removing the regional management structure and changing the way we work, ensuring we continue to make optimal use of resources and we continued to maintain a strong cash position, ending the year with liquid cash balances of £17.0m.

Moving forward

We will protect animals in the wild by...

- Influencing the UN, governments and the seafood and fishing industry to commit and take real action to tackle the problem of ghost gear, saving millions of marine animals from suffering.
- Inspiring even more people and travel companies to demand an end to tourism that exploits animals.
- Securing lasting changes in Asia to stop bears being cruelly abused for entertainment and for their bile.

We will protect animals in farming by...

- Telling the story of their suffering in bold new ways – building a sense of urgency for farm animal welfare and encouraging people to move the world for them.
- Rallying a vibrant global movement of people to influence the food industry and secure commitments to improve the lives of millions of chickens, pigs and dairy cows.
- Collaborating with livestock producers around the world to develop and expand higher welfare farming systems.

We will protect animals in communities by...

- Creating better lives for dogs and communities in Kenya, Sierra Leone, Brazil, China, Romania and Costa Rica through promoting national and local humane dog population management programmes.
- Supporting and working with global organisations including the World Health Organization and the World Organisation for Animal Health to push for rabies to be eliminated humanely.
- Galvanising people worldwide to stop dogs being cruelly killed for city clean-ups and disease control.

We will protect animals in disasters by...

- Taking our emergency relief and response work where it's needed the most, to save 5 million animals from suffering by 2020.
- Working with global organisations, including the International Federation of Red Cross and Red Crescent Societies, in emergencies to develop and promote best practice procedures for animals.
- Continuing our work at UN level pressing for animals, their protection and welfare to be included in regional, national, local and personal disaster preparedness plans worldwide.



Role profile

Remuneration:	c. £87,000 + Full UK Benefits Package
Location:	London
Reporting to:	CEO
Reportees:	Communications & Marketing Director and the Fundraising Director

Purpose

As part of the Global Leadership Team (GLT) this role leads World Animal Protection to build a global movement for animal protection to enable us to deliver our mission. This has two clear priorities:

- To rally a movement – committed, engaged and ready to end animal suffering on a global scale
- To generate the vital income we need to deliver our mission

By 2020, we will have recruited a movement of 15 million digital subscribers – people who sign up to our work and activities online., with at least 10% being active as both donors and advocates. This role will lead this work to:

- Empower our global movement to help animals by providing them with relevant, accessible and inspiring ways to take action on our priority programmes
- Build public understanding and recognition of animal protection as a global priority

To advance the delivery of this agenda the role will lead the International Marketing, Communications and Fundraising functions worldwide providing the global leadership needed to build a movement across all of our activities; particularly working in partnership programmes teams to make certain that our global campaigns are prime drivers of building the movement.

Responsibilities

As a member of GLT

- Provide global leadership to the organisation to deliver its mission as articulated through its Global Strategy;
- Lead globally on building a global movement for animal protection – both through the International teams and local country teams.
- Contribute to the creation, delivery and evaluation of global strategy and the resulting plans
- Champion the development and promotion of the World Animal Protection brand and narrative
- Reinforce and embody the World Animal Protection's vision, mission, values, narrative and key messages
- Share responsibility for the development of a global approach to the delivery of corporate strategy and identification of animal and human impact
- Share responsibility for the development of an informed, engaged, motivated and effective global staff team
- Represent the organisation externally as required
- As with all GLT members, deputise for the CEO in agreed areas as required
- Help to deliver organisational change, whether structural, operational or cultural, as a shared responsibility within GLT

Programmes and Campaigns

- Work closely with the Global Programmes Director and key staff to ensure integration of planning, delivery and evaluation of all marketing, communications and fundraising activity with all programmes, public affairs, education and campaigning activity.

Marketing and communications

- Provide global marketing and communications leadership to International and country office teams
- Through the Global Director of Communications and Marketing to direct the international MCF team, in consultation with country experts, to:
 - develop and deliver a global marketing and communications strategy
 - develop and deliver long term global brand development
 - lead and ensure delivery of a global content strategy
 - direct the development and delivery of global media and public relations, ensuring presence not only in countries where the organisation is present, but also in key seats of influence such as the UN, OIE, ASEAN, EU etc.

Fundraising

- Provide global fundraising leadership to International and country office teams
- Through the Global Director of Fundraising direct the international MCF team, in consultation with country experts, to:
 - develop and deliver a global fundraising strategy
 - Advise, assist and coordinate country colleagues in the development and delivery of country approaches.
 - Set and apply expectations for delivery and accuracy of budgeting, reporting, forecasting and evaluation
 - Champion innovation and take responsibility for the evaluation of proposals for investment

Organisational responsibilities

- Delivery of World Animal Protection's Global Strategy across the core themes of Mission, Movement and 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. They will take responsibility for their own health, safety and welfare, comply with health and safety policy and procedures, and not act in any way that compromises the safety of themselves, colleagues or the public and may be required to travel internationally to provide support or participate in World Animal Protection's activities as and when required.

Person specification

Experience

- Educated to degree level with a postgraduate professional qualification in marketing/management/fundraising or demonstrable equivalent work experience
- Experience operating at a senior strategic leadership level within an INGO or NGO
- International brand/marketing experience, preferably including the not for profit sector
- A successful track record leading/directing fundraising in a major INGO or NGO, or equivalent relevant experience in the corporate sector
- A successful track record leading internal, public, media and social communication in a major INGO or NGO, or equivalent relevant experience in the corporate sector
- A proven, successful track record of embedding digital and social media approaches into marketing, communications and fundraising programmes
- Experience of supporter/public data and audience analysis and engagement strategies
- Demonstrable experience of managing a multi-function team and integrating across teams
- Experience of successful budget planning and financial decision making and of having managed budgets of £10 million or more
- Previous experience of senior leadership and/or reporting at Board level

Skills and abilities

- Charismatic leader
- Strategic, focused, structured planner
- Clear, original and creative thinker
- Strong motivational leadership skills



- Natural collaborator
- Ability to set and communicate clear, measurable goals and expectations.
- Effective and decisive management and business planning skills, with the ability to manage and prioritise work to deadlines and achieve results with and through others
- Excellent communication skills, with the ability to build relationships across all levels and teams
- Excellent presentation skills and written and spoken English
- Ability to work internationally and in a diverse and multi-cultural environment
- Good negotiation skills, with the ability to persuade effectively and deliver convincing arguments

Attitudes and values

- Transparent and consistent leader
- Collaborative
- Accountable
- Open to change
- Confident
- Solutions oriented
- Aspirational

Candidates will need to be willing to undertake extensive international travel; this includes long haul and short haul travel on a planned calendar.

*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.





How to apply

All correspondence, at this stage, should be via Oxford HR. To apply for this role, please find the role on our website, click on the “Apply” button and complete our online application form, attaching an up-to-date CV. Shortly after your CV is received, Oxford HR will be in touch to request a detailed statement (of no more than 2-sides of A4) explaining why you are interested in this post and how your skills and experience make you suitable.

Timetable

Closing date:	2nd of January
Preliminary interviews with Oxford HR:	Early January
Final Panel Interviews:	Middle January

These dates may be subject to change and applicants will be advised in advance should this happen.

Selection Process

All candidates will receive feedback within ten days of the closing date. Shortlisted candidates may be required to undertake an additional assessment prior to the final interview. Oxford HR, together with World Animal Protection, will agree upon a longlist of candidates. These candidates will be invited to attend a preliminary interview with Oxford HR. A shortlist of candidates will then be selected and invited to attend final panel interview with World Animal Protection.

Queries

If you have any queries on any aspect of the appointment process, need additional information, or would like to have an informal discussion, please contact **Thibaut Mills** or **George Alexandridis** at worldanimalprotection_GDD@oxfordhr.co.uk in the first instance.

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Oxford HR

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We work with civil society to support, identify and appoint transformational leaders, who are inspired to help shape society for the better around the globe.



Our experience of both UK and international development and our extensive reach – across commercial, academic, government and multilateral sectors – is what makes Oxford HR one of the world's leading executive search partners.

We are experts in recruiting sector leaders and talented private sector professionals looking to move into civil society. We excel at appointing leaders with hard-to-find skill sets, and providing our clients with real choice.

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