

JOB DESCRIPTION

Position:	Director of Advocacy
Responsible to:	Chief Executive Officer
Responsible for:	Campaigns Team (England & Wales), Public Affairs (England & Wales), Intelligence Team (Research, Evidence Gathering), Line managing: Head of Campaigns, Head of Intelligence, Head of Public Affairs
Works With:	Senior leadership, supporters, campaigning and animal welfare partners, legal bodies, government and other interested parties
Location:	Hybrid working: home working, office in Godalming as required, plus frequent travel to London and across the UK

Overview:

The Director of Advocacy will provide strategic leadership to the League's campaigns, public affairs and intelligence functions. The focus of the role is mission delivery - ending cruel 'sports'. This role is predominantly internal facing, overseeing the strategy for political change (with a particular focus on England and Wales). The role leads on planning, coordination and delivery of work across the organisation to influence public opinion and legislation, ensuring alignment with organisational objectives and long-term strategy. The role has a particular hands-on focus on press and broadcast media, developing our strategy for engagement with different platforms and contributing to our capacity for delivering this work, supporting our Senior Communications Officer.

The role will ensure campaigns and advocacy have impact for animals, and are evidence-based, strategically focused and operationally robust, with clear risk mitigation and oversight. The alignment and collaboration with our fundraising and marketing functions is a key success factor for the role.

This is a high-profile leadership position, responsible for coordinating cross-organisational planning, inspiring teams, and enabling effective campaigns. Most importantly, it is an opportunity to be at the forefront of the most totemic animal protection issues and make lasting change for animals. It is also an excellent development role for someone with aspirations toward future organisational leadership, and/or an opportunity to hone strategic advocacy skills in an organisation with a long heritage and a new strategy and leadership.

The League Against Cruel Sports is Britain's leading charity working towards a kinder society where persecuting animals for 'sport' is in the past.

Redefining what is acceptable and inspiring change, we were instrumental in helping bring about the landmark Hunting Act 2004. Driven by compassion and empowered by knowledge, we manage sanctuaries to protect wildlife, carry out investigations to expose law-breaking and cruelty to animals, and campaign for stronger animal protection laws and penalties.

United, we will end animal cruelty in the name of 'sport'.

JOB DESCRIPTION

Purpose of Job:

- Contribute to ending cruel sports
- Provide leadership and oversight of the League's campaigns, public affairs and intelligence teams, teams.
- Ensure advocacy and campaigning are strategically aligned, evidence-informed and impactful, making the best possible use of the funding and contributions that we secure.
- Oversee operational risk management and mitigation across campaigns, public affairs and intelligence activity.
- Develop and implement an external press and broadcast strategy ensuring the League's messages and activities secure significant and positive coverage that supports our strategic aims. Working with the creative teams across the organisation to ensure this work aligns with our other communications channels. At times, directly deliver this work as part of our press office.
- Help achieve the League's objectives to be a best-in-class charity and employer through strong and effective governance, management, planning, systems and programmes, leading organisational planning and cross-team collaboration to optimise resources and delivery.
- Inspire, mentor, and develop teams to deliver highly effective advocacy.
- Support the continued growth, scale and sustainability of our funding, our reputation as a credible, reliable and highly professional animal welfare charity, and our influence as a courageous thought leader.

Key Responsibilities:

Strategic Leadership

- Lead the development and implementation of advocacy, campaigns and intelligence strategies.
- Ensure all initiatives are evidence-based, aligned with strategic priorities and operationally robust.
- Drive organisational planning, integrating work across all teams to optimise outcomes and resource use.

Advocacy & Campaigns

- Oversee the development and delivery of campaigns aimed at changing legislation and improving animal welfare.
- Ensure campaign and public affairs strategies are credible and evidence based.
- Identify opportunities to influence decision-makers and coordinate team activity to maximise impact.
- Provide effective leadership and management of the League's press and broadcast function and public relations, ensuring timely and effective planning, development and targeted delivery.
- Maximise delivery through the PESO model of communications delivery, and ensuring new opportunities are identified and utilised in order to develop greater understanding and support for the League, its charitable objectives, and campaigns.
- Identify key messages and create content that can be used across multiple platforms and multiple teams, both internally and externally as appropriate
- Monitor the political and policy landscape and adapt strategies accordingly.
- Support the CEO strategically on messaging, while the CEO remains the primary external spokesperson.

JOB DESCRIPTION

Intelligence & Risk Management

- Lead the Intelligence Team to provide timely, accurate and actionable evidence to support campaigns and advocacy.
- Oversee operational risks associated with campaigns, public affairs and communications; develop mitigation strategies and ensure teams comply with governance and legal requirements.
- Ensure risk management is embedded in planning and delivery across teams.

Team Leadership & Organisational Planning

- Lead, inspire, and mentor all direct reports, promoting a culture of accountability, collaboration and innovation.
- Oversee professional development and performance management across teams.
- Coordinate cross-organisational planning, aligning priorities and optimising resource allocation.

General Responsibilities

- Uphold and embed the League's values and policies, including health and safety and data protection.
- Promote sustainability and responsible working practices across teams.
- Take an inclusive and collaborative approach to teamwork and stakeholder engagement.
- Undertake any other duties reasonably requested by the CEO.

Experience and Knowledge

Essential

- Leadership experience in campaigns, advocacy, media or public affairs (ideally within the charity or campaigning sector).
- Proven ability to develop and implement strategic advocacy or policy influence plans.
- Experience overseeing multiple teams or disciplines.
- Strong understanding of political and legislative processes in England & Wales.
- Knowledge of campaigning techniques and how they can effect legislative or social change.
- Experience in operational risk management and mitigation in complex campaign/advocacy contexts.
- Experience in strategic organisational planning and cross-team coordination.

Desirable

- Experience in animal welfare, environmental or social justice advocacy.
- Existing 'black book' of political contacts
- Strong understanding of the Hunting Act.

JOB DESCRIPTION

Skills & Competencies

- Strong strategic thinking and planning skills.
- Ability to inspire, motivate and develop high-performing teams.
- Excellent collaboration and influencing skills.
- Strong judgment and ability to assess risks and implement mitigation strategies.
- Clear communicator, able to convey complex ideas to diverse audiences.
- Proficient in MS Office and familiar with digital communication tools.

Personal Characteristics

- Genuine empathy and commitment to animal welfare.
- Collaborative, approachable and credible leadership style that can win hearts and minds.
- Creative and solution-focused mindset.
- Resilient under pressure and adaptable to changing circumstances.
- Commitment to organisational values of accountability, openness and diversity.

Acknowledgement

I acknowledge receipt of this job description. I confirm that I have read, understood and accept the requirements of this role.

Signed by the employee:

Printed name:

Date: