

Global Communications Manager

Department:	Campaigns
Reviewing Manager:	Global Head of Communications
Job Type:	Permanent - Full-time
Location:	Godalming, UK (hybrid working pattern 2x day in the office per week)

[Compassion in World Farming International](#) is a leading global organisation working to end factory farming. Founded in 1967 by British farmer Peter Roberts, we've spent over 50 years driving change, successfully campaigning to ban cruel practices such as barren battery cages, veal crates, and sow stalls across the UK and Europe.

Our work combines advocacy, campaigning, and collaboration with policymakers and businesses to promote animal welfare and sustainable food systems. We envision a future where animals are treated with compassion, and farming supports both people and the planet. To learn more about our mission, culture, and opportunities, please explore our [Candidate Pack](#), and [Careers Page](#).

Part 1: JOB SUMMARY

1. OVERALL OBJECTIVE(S) OF THE POST

The purpose of this role is to help [Compassion in World Farming](#) to end factory farming. This role will contribute by raising the profile of Compassion in World Farming and its strategic objectives globally through engagement with all forms of the media and through the charity's own communication channels, offering guidance and support to Compassion's International offices and representatives.

2. POSITION IN ORGANISATION

- Reports to the Global Head of Communications within the HQ Comms Team (Campaigns & Policy).
- Works closely with the country office media teams and campaigners
- Develops strong and effective working relationships with internal and external stakeholders at all levels

3. SCOPE OF JOB (These are expanded on in Section 6)

- Assisting the Global Head of Comms to devise and deliver an effective global media strategy to increase Compassion's profile worldwide and to drive its programmes to end factory farming
- Developing and maintaining good relationships with the communications teams in Compassion's Country Offices and providing them with support and advice on media matters
- Liaising with teams across Compassion to identify and maximise media opportunities to promote Compassion's international work
- Supporting and leading the development of a global media contacts programme
- Day-to-day supervision of the Global Communications Officers

- Monitoring and evaluating Compassion’s global media coverage
- Offering guidance and media training of colleagues.

4. DIMENSIONS & LIMITS OF AUTHORITY

- May raise purchase orders for authorisation and assist with the processing of invoices
- May process contracts
- May lead on day-to-day management of external agencies

5. PERSON SPECIFICATION

Proven Ability, Qualifications & Training	E - Essential D - Desirable
Proven ability to work in a fast-paced environment, e.g. a busy press office or newsroom, and to identify potential media opportunities	E
Good IT skills including Microsoft Office applications and internet	E
Experience of developing successful media strategies	E
Experience of working with European/international media	E
Experience of working with high-profile supporters, e.g. celebrities	E
Ability to initiate creative and resourceful opportunities to gain maximum exposure of our key campaigns and issues	E
Ability to manage projects and pay close attention to detail	E
Experience of providing advice on media interview technique	E
Ability to develop, maintain and utilise a network of relevant media contacts	E
Educated to degree level or equivalent work experience	E
NCTJ or other journalism training	D
Interest in European/international affairs	D
Familiarity with advocacy and consumer-led campaigns	D
Social media experience	D
Knowledge of Freedom of Information Act and copyright/media law	D
Sound knowledge of global issues, environmental and animal welfare issues	D
Good negotiation skills	D
Proficiency in another European language besides English	D
Sensitivity to cultural issues	D
Prepared to assist with projects such as conferences, functions and demonstrations, etc	D
Skills, Knowledge & Attributes	E - Essential D - Desirable
Excellent writing skills, a keen news sense, and a proven ability to adapt writing style for a range of audiences	E
Excellent organisational skills and the ability to plan, write and implement effective media and communication strategies across a range of campaigns and other activities	E
Positive, collaborative disposition	E
Approachable and adaptable	E
Team Player	E
Compassionate to people and animals	E

Persuasive advocate	E
Innovative and creative	E
Enjoys working in a fast-paced environment	E
Commitment to Compassion's cause	E

Part 2: DUTIES AND KEY RESPONSIBILITIES

6. PRIMARY RESPONSIBILITIES

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

Managing activity for Compassion's campaigns and activities through global media:

- To work in close cooperation with staff in relevant departments to identify potential media opportunities and to write press releases, news and feature articles, web news, and other relevant content to promote Compassion's global work
- To proactively sell-in international stories to the media from our campaigns, policy, research, investigations and food business work
- To identify opportunities for international high-profile supporters to help promote global policy work
- To write media and communications briefings on relevant campaigns and projects
- To write articles for external and in-house publications, where required
- To ensure the News section of Compassion's international website is regularly updated with fresh and engaging content
- To develop and maintain a network of global media contacts through which stories can be placed

Devising and implementing comms strategy and long-term planning, working alongside the Global Head of Comms:

- To assist the Global Head of Comms with development and implementation of an effective global media strategy to drive Compassion's programmes across the world
- To coordinate media work with other Country Offices, and elsewhere, and provide support and advice on media matters to those teams
- To assist the Global Head of Comms with the development and management of a global media contacts programme
- To contribute to the development of campaign and communications strategies from a media perspective
- To develop relationships with broadcast, online and print journalists.
- Participation in the media team's out-of-hours on call duty rota

Monitoring and evaluating Compassion's media coverage and fully utilising its media resources to promoted campaigns and other activity:

- To assist the Global Head of Comms with the management of external agencies involved in media monitoring, evaluation and licencing

- To monitor Compassion's worldwide media coverage and contribute to management reports to assist with evaluation
- To manage the provision of images to the media, negotiating contracts and, where appropriate, making charging for this service where appropriate
- To maintain a database of useful contacts (such as photographers, farmers) Compassion can call upon for media requests
- To work closely with internal departments to manage effective development and implementation of documentary production and broadcast opportunities
- To recognise useful opportunities to fully utilise Compassion's image resources in close liaison with the Production Officer and Global Head of Comms
- To ensure that our resources are properly utilised, recognised and rewarded by those obtaining our footage and that our messages are conveyed accurately through our imagery to the public
- To ensure broadcast coverage and data is fully captured.

Providing training and guidance on media matters to Compassion staff:

- To assist the Global Head of Comms in building capacity for media interviews among a broad range of spokespeople by organising training and advising staff on media interview techniques
- To supervise media contact with individual Compassion staff members, directors, consultants, etc. and to ensure all Compassion staff and representatives are adequately briefed and trained in dealing with the media
- To provide expertise to international offices and/or third-party organisations as and when appropriate.

7. CIWF VALUES:

Core Values:

- Treats people with dignity & respect
- Maintains high ethical standards
- Demonstrates commitment to Compassion in World Farming's mission and goals.

8. ADDITIONAL TASKS:

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

- Travelling internationally, as needed to fulfil your role.
- Sharing knowledge through formal and informal training sessions with staff and key stakeholders.
- Occasionally working outside standard office hours, in line with organisational procedures and requirements.
- Ensuring the health and safety of yourself and others in the workplace.
- Acting in accordance with Compassion in World Farming's Ethical Policy.
- Complying with data protection legislation and internal policies on privacy and information security.
- Delivering training on your areas of expertise when requested by your line manager or senior leadership.
- Undertaking other duties appropriate to your role, as required by your line manager.
- Actively promoting and supporting equality, inclusion, and diversity across the organisation.

Signature of Employee Date