

Engagement and Insights Manager (Fish – Food Business)



Department:	Food Business
Reviewing Manager:	Head of Food Business (EU programme)
Job Type:	Permanent - Full-time (Funding till March 2029)
Location:	European Offices / Godalming, Surrey - HQ. Hybrid working pattern 2x days per week in the office.

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 goal of Compassion's Food Business Fish team is to place aquatic animal welfare at the heart of the food industry and strengthen Compassion's position as the leading trusted partner on aquatic animal welfare within the food sector. This role will project manage and deliver the Fish Welfare Survey (FWS), a flagship engagement, benchmarking and intelligence initiative for the UK and European retail market. Building on the success of the Supermarket Survey, which has influenced leading retailers for over 12 years, the FWS will generate robust intelligence on aquatic animal welfare practices and performance while serving as a key platform for retailer engagement and relationship-building. The role will oversee stakeholder engagement, survey design, data collection and the application of data analysis and reporting to identify trends, benchmark performance, generate actionable insights and support evidence-based engagement strategies. Through these activities, the role will help drive measurable improvements in aquatic animal welfare across European seafood supply chains.

To lead this strategically important initiative, we are seeking an innovative Manager with strong stakeholder engagement, analytical and communication skills. The successful candidate will drive the ongoing development of the Fish Animal Welfare Survey (FWS), ensuring it remains a leading tool within Compassion's retailer engagement strategy. Using robust data and insights, the successful candidate will translate survey findings into compelling reports, presentations and stakeholder discussions that influence policy, strengthen partnerships and drive improvements in aquatic animal welfare throughout seafood supply chains.

In addition, the postholder will also support the delivery of Compassion's technical resources, business-to-business forums, roundtables and other strategic engagement activities, bringing together retailers and industry stakeholders to address key welfare challenges and identify practical solutions. The role offers a broad and varied remit, with a particular focus on the UK and France's leading retailers, while helping to influence welfare practices and supply chains across the wider European market.

2. Position in organisation

- Reports to the Head of Food Business (EU programme)
- Works in Food Business Fish team and in collaboration with; Food Business Managers, Fish Research Managers and Senior Mar/Comms Manager to develop and deliver the Fish Welfare Survey and associated Retailer Awards
- Supports and collaborates with the wider funded policy and campaigns fish team
- Maintains excellent working relationships with a multitude of stakeholder including leading UK and EU food companies, service providers to the tool, and technical consultants.
- Project manages expenditure for the Aquatic Animal Welfare Survey as agreed with Head of Food Business
- Liaises with Global Food Business Director as required
- Develops and maintain good working relationships with all members of staff

3. Scope of job (These are expanded on in Section 6)

- Lead the ongoing development, refinement and delivery of the Fish Welfare Survey (FWS)
- Develop and implement stakeholder engagement strategies to maximise retailer participation
- Manage all aspects of survey delivery, including project planning, timelines, governance, retailer communications and coordination with external suppliers and platform providers.
- Support the data collection, validation, analysis and benchmarking and organisational alignment
- Support the production of high-quality retailer reports, industry analyses and strategic insights,
- Present survey findings and recommendations through retailer meetings, industry forums, roundtables and feedback sessions
- Support the delivery of technical resources business-to-business forums, workshops and industry roundtables,
- Manage budgets, procurement processes and supplier relationships associated with the AAWS,

4. Dimensions & limits of authority

- Day to day management of the FishWelfare Survey and associated corporate outreach and support on other compliance tools where needed
- Accountable for uploading all stakeholder engagement and documents on Compassion's CRM and document management systems
- Submit monthly approved expenses in timely manner and raise purchase orders for authorisation, using Compassion finance system NetSuite
- Responsible for platform design with external parties

5. Person specification

Proven ability, qualifications & training	E - Essential D - Desirable
Account Management, knowledge and practical experience of managing accounts in the retailer sector	E
Knowledge and or practical experience of aquatic animal welfare and production	E
Fluent in English and French to business level	E
Management of projects to time and budget	E
Educated to advanced degree (MSc level or equivalent working experience) in a relevant discipline (such as, aquatic animal welfare, animal production, business, economics)	E
Data management, analysis and reporting	D
Proficiency in another European language (French, Italian)	D
Procurement practices of retailers within food or non-food.	D
Demonstrable knowledge of sales, marketing or communications	D
Design Experience	D
Experience of working with digital platform housing data	D
Experience of working in or with the food industry – supply chain of particular interest	D
Project Management Qualification	D
Trained in Microsoft Project or similar	D
Trained in Data Analysis	D
Skills, knowledge and attributes	E - Essential D - Desirable
Proven relationship management skills; including internal and external customer service	E
Ability to interpret statistical data and produce key messages and corporate asks from data	E
Proven project management skills	E
Strong interpersonal and communication skills, both oral and written	E
Effective time management with the ability to prioritise, and manage concurrent workstreams, to ensure deadlines are met	E
Able to implement recommendations in support of goals	E
Ability to influence, and to adopt a firm yet diplomatic approach in challenging situations	E
Positive disposition	E
Team player and inclusive working style	E
Well organised, approachable and adaptable	E
Output driven, with the ability to analyse data and provide recommendations	E
A creative solution orientated approach	D
Working experience of 'Salesforce' or similar CRM tool	D
Ability to build persuasive discussion and presentations	D
Ability to work on own initiative, and to work both independently and as part of a team	D
Excellent IT skills including Excel, Microsoft Office applications, Internet, and on line data tools	D
Innovative and creative	D

Part 2: Duties and Key Responsibilities

6. Primary responsibilities

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

Fish Welfare Survey development and delivery

- Lead the ongoing development, refinement and delivery of the Fish Welfare Survey (FWS), including survey design, methodology, benchmarking criteria and reporting outputs, ensuring it remains a leading retailer engagement and intelligence tool.

Stakeholder engagement strategies

- Develop and implement stakeholder engagement strategies to maximise retailer participation, strengthen relationships with key retail partners, and position the AWS as a valuable mechanism for driving welfare improvements across the sector.
- Produce action plans and work streams to guide retail partners towards higher welfare production policies and practices, - improving the lives of billions of aquatic animals.

Survey delivery

- Manage all aspects of survey delivery, including project planning, timelines, governance, retailer communications and coordination with external suppliers and platform providers.
- Produce and “sell in” bespoke action improvement plans for each retailer

Data collection, analysis and organisational alignment

- Support the data collection, validation, analysis, benchmarking and organisational alignment, applying appropriate analytical tools and methodologies to identify trends, measure performance and generate actionable insights for internal and external stakeholders.
- Collaborate with internal technical, research and food business colleagues to ensure survey outputs, engagement activities and welfare recommendations align with organisational priorities and strategic goals.

Retailer reports and strategic insights

- Support the Production of high-quality retailer reports, industry analyses and strategic insights, highlighting benchmarking results, best practices, emerging trends and opportunities for improved aquatic animal welfare performance.

Presentation and Food Business Management activities

- Present survey findings and recommendations through retailer meetings, industry forums, roundtables and feedback sessions, translating complex data into compelling narratives that inform decision-making and influence welfare outcomes.
- Lead Food Business Management activities by formulating retailer engagement action plans, identifying opportunities to advance aquatic animal welfare commitments.
- Support wider corporate engagement objectives across priority markets.

Business-to-business engagement

- Support the delivery of business-to-business forums, workshops and industry roundtables, facilitating constructive dialogue on key welfare challenges, emerging issues and practical solutions within seafood supply chains.

Budgets, procurement and supplier relationships

- Manage budgets, procurement processes and supplier relationships associated with the AWS, ensuring effective resource allocation, contractual compliance and value for money.

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:

- As part of your employment, you will be required to travel anywhere within the world in order to carry out the duties of your employment.
- 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

Signature of Employee Date