



JOB DESCRIPTION

Job Title:	European Food Business Manager
Department:	Food Business
Reviewing Manager:	Senior Food Business manager (EU)
Job Type:	Maternity cover (12 months) - Full-time
Location:	HQ based (hybrid flexible working model - at least 2 days in office/week)

Background:

Compassion in World Farming International was founded in 1967 in England by Peter Roberts, a British farmer who became horrified by the development of intensive factory farming. Over 50 years ago, Peter decided to make a difference and take a stand against this farming system. In his lifetime, Peter saw the demise of barren battery cages, veal crates and gestation crates in the UK, and in Europe achieved recognition that animals are sentient beings.

Compassion in World Farming is the leading international farm animal welfare charity, campaigning to improve the lives of millions of farm animals through advocacy, lobbying for legislative change, and positive engagement with the global food industry. Our established international Food Business programme aims to drive transformational change for animal welfare enabled by a reduction in the reliance on animals sourced foods and a shift towards regenerative farming. The Food Business team operates in Europe, the US, China and APAC/LATAM, and more globally through the supply chains of our corporate partners.

Part 1: JOB PROFILE

1. OVERALL OBJECTIVE(S) OF THE POST

The purpose of this role is to help end factory farming and drive a shift towards a more humane, sustainable food system. This is a solutions-based account management role which seeks to influence global and leading UK & EU food businesses to improve animal welfare standards throughout their supply and rebalance their volume of animal-sourced products. Our priority is to end the use of caged system for all farm animals, raise the welfare of meat chickens and fish produced in aquaculture, and encourage a shift towards regenerative farming practices. The post holder will develop and manage a diverse corporate engagement portfolio, using the power of positive persuasion, as well as Food Business tools and resources to secure commitments, ensure compliance and facilitate implementation of both higher welfare and meat reduction policies and practices.

2. POSITION IN ORGANISATION

- Maintains and fosters excellent working relationships with leading food companies, industry stakeholders and other relevant producer groups
- Reports to, and works closely with, the Senior Food Business Manager (Europe)
- Works collaboratively with the Global Food Business Account Team to formulate successful corporate engagement strategies and solutions
- Engages and works closely with the Senior Mar/comms Manager to help drive consumer communications and deliver corporate case studies on higher welfare, sustainable food choices.



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- Liaises with Food Business Research Managers and Sustainability Manager to help deliver the technical resource needs for your corporate engagement
- Liaises with Global Food Business Director as and when needed
- Develops and maintains good working relationships with all members of CIWF staff
- Collaborates with internal and external stakeholders as necessary, including technical consultants in areas such as agricultural economics, animal welfare, supply chain management and corporate responsibility.

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

1. Engage with leading food businesses to make meaningful public commitments to higher animal welfare, focussing on ending cages and improving the welfare of meat chickens and farmed fish .
2. Engage with leading food businesses to drive meaningful and measurable reduction targets for meat, fish, dairy and eggs, and encourage a shift towards regenerative farming practices
3. Develop implementation strategies to enable food businesses achieve their goals on improving animal welfare, reducing their reliance on animal-sourced foods and sourcing from regenerative systems.
4. Support the public benchmarking and reporting of company performance and progress to achieve goals using Compassion's industry renowned toolkit.
5. Develop case studies of best practice with corporate partners and support the marketing / communication of company initiatives in the animal welfare and future food space
6. Represent Compassion at Industry fora, seeking collective solutions to challenges faced in the removal of intensive farming and the adoption of more regenerative farming practices

4. DIMENSIONS & LIMITS OF AUTHORITY

- Responsible for the development and delivery of sector and/or country-specific Food Business engagement strategies in support of the programme objectives, targets, and annual plan.
- Responsible for ensuring account portfolio is updated and relevant to help deliver programme goals.
- Ensure accurate information is captured on CRM (Salesforce) to record corporate engagement and key performance indicators
- Accountable for updating and accuracy of information in Compassion's Document Management system, and financial system (Netsuite)
- Submit monthly approved expenses in timely manner (as directed by Head of Food Business)



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5. PERSON SPECIFICATION

Ability to carry out the job effectively and seek opportunities for further development. The requirements listed below are representative of the knowledge, skill, and/or ability required.

ESSENTIAL	DESIRABLE
Knowledge	
<ul style="list-style-type: none"> • Demonstrable knowledge of sales, marketing or communications disciplines • Fluent in English • Knowledge of farm animal welfare and / or food sustainability 	<ul style="list-style-type: none"> • Experience of working in or with the commercial sector to deliver a consumer-facing product or initiative • Fluent or to a high business standard in another European language • Experience of procurement and / or supply chain management, or CSR within food or other relevant industry
Education / Qualifications & Training	
	<ul style="list-style-type: none"> • Trained in Microsoft Project or similar • Educated to Degree level
Skills & Abilities	
<ul style="list-style-type: none"> • Proven account and / or relationship management skills • Proven ability to positively close negotiations • Able to implement recommendations in support of goals • Strong interpersonal and communication skills, both oral and written • Proven project management skills including the ability to run concurrent projects simultaneously • Effective time management with the ability to prioritise to ensure deadlines are met • Ability to work on own initiative • Able to work independently and as part of a team • Good IT skills including Microsoft Office, applications and Internet • Provision of excellent internal and external customer service 	<ul style="list-style-type: none"> • Ability to influence direction of an external commercial entity • A creative approach with the ability to develop new ideas • Ability to analyse data and provide recommendations • Ability to produce clear & concise written material • Proven ability to contribute to planning at a strategic level • Proficiency in using Salesforce or similar CRM • Ability to manage budgets • Media trained
Personal Qualities	
<ul style="list-style-type: none"> • Positive disposition • Team player • Energetic • Well organised • Approachable and adaptable 	<ul style="list-style-type: none"> • Innovative and creative



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Part 2: DUTIES AND KEY RESPONSIBILITIES

6. PRIMARY RESPONSIBILITIES

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

Engage with food businesses to achieve public commitments to higher animal welfare, focussing on ending cages and improving the welfare of meat chickens and farmed fish.

- Using a consultative sales approach, engage with leading food businesses to raise their baseline standards for animal welfare
- Secure public commitments to end the use of cages (multi-species), and adopt better standards for meat chicken (as per the Better Chicken Commitment) and fish, as priority species, and secure annual Good Farm Animal Welfare Award winners
- Develop knowledge to deliver a clear business case for change including an ability to discuss top line animal welfare issues and best practice / science-based solutions
- Conduct day-to-day management and progression of existing accounts, along with the development of new contacts, business opportunities and networks, and updating information in Company Bios
- Work with the Head of Food Business (EU) and Senior Food Business Manager to develop sector, national and cross departmental strategies to drive positive change in the food industry

Engage with leading food businesses to drive meaningful and measurable reduction targets on meat, fish, dairy and eggs, and encourage a shift towards regenerative farming practices

- Champion sustainable production and consumption patterns of animal-sourced foods, securing reduction targets from leading food businesses, and Planet Friendly Award winners
- Develop knowledge to deliver a clear business case for change including an ability to discuss top line the impact of factory farming on the climate, nature, and health crisis, as well as a menu of solutions for protein diversification
- Develop knowledge to deliver a clear business case for a shift towards regenerative high welfare, nature-friendly solutions, and secure entries for Sustainable Food and Farming Awards
- Integrate reduction and regeneration into your corporate outreach, investigating in-roads to influence, participating in corporate projects, and updating corporate initiatives and market trends in this fast-paced evolving area

Develop implementation strategies to enable food businesses achieve their goals on improving animal welfare, reducing their reliance on animal-sourced foods and sourcing from regenerative systems.

- Work in collaboration across the food chain to implement the corporate roadmap for change, helping to develop concepts and frameworks where appropriate
- Utilise Compassions technical expertise and credible resources to ensure higher welfare solutions adopted by leading companies are fit for purpose (deliver the expected welfare gains), fit for future (stand the test of time)
- Encourage companies signed up to the Better Chicken Commitment to promote their work and transition via our newly created digital assets.



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Support the public benchmarking and reporting of company performance and progress to achieve goals

- Secure public reporting and transparency to enable benchmarking and tracking of animal welfare policies and practices via tools such as the Business Benchmark on Animal Welfare (BBFAW), Global EggTrack and ChickenTrack
- Conduct the annual data entry for your accounts on EggTrack and ChickenTrack
- Continue to use the latest iteration of the Supermarket Survey to help inform the consultancy GAP analysis and advisory service for incremental change
- Adopt and support new tools as they are developed within the programme

Develop case studies of best practice with corporate partners and support the marketing / communication of company initiatives in the animal welfare and future food space

- Showcase and promote best practice examples (for animal welfare, meat reduction, regenerative farming) through case studies and company information boxes published on our Food Business website
- Support the marketing and communications function by providing account related input for media articles and opinion pieces (e.g. securing company quotes); digital content (e.g. web news articles, E-newsletters, social posts, company info boxes, web content updates where applicable); partnership marketing activities (e.g. marketing activities to promote company awards).

Represent Compassion at Industry fora, seeking collective solutions to challenges faced in the removal of intensive farming and adoption of more regenerative farming practices

- Participate in Food Business industry working groups and fora (across multiple species and topics) to enable business to business connections and facilitate collective solutions to industry wide challenges
- Represent Compassion in a wide range of external fora, including conferences and industry meetings, as well as in the media when required (desirable)
- Ensure knowledge gained is shared back into the team to further develop our resources, tools and strategies.

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.

Core Competencies

Communication – level 3

Working with People – level 2

Drive for results – level 3

Functional Competencies

Relating and Networking level 3

Persuading and Influencing level 3

Creating and Innovating level 2

Formulating Strategies and Concepts level 2



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Entrepreneurial Thinking level 2

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. Frequent travel will be required within Europe with some overnight stays.
- 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 Line Manager Date

Signature of Employee Date