



**LEAGUE**  
AGAINST CRUEL SPORTS

Our  
vision: a  
kinder society  
where persecuting  
animals for sport  
is a thing of  
the past

# Digital Communications Manager

Up to £34k per annum

## Your impact:

You will play a pivotal role in re-shaping our communications delivery to help us achieve real legislative change that will protect animals forever.

You will formalise and expand our suite of digital channels, and ensure we are maximising every opportunity available to us to reach our target audiences.

## Responsibilities:

- Writing and leading the delivery of a digital communications strategy that maximises channels, tactics and opportunities to reach our target audiences.
- Working with project owners and our in-house experts to ensure all digital communications channels are used as effectively as possible to maximise outcomes against objectives.
- Leading the way creatively on content production, measurement and capturing lessons learned.
- Management of the social media officer.

## Must-have skills, education & experience:

- Three years proven experience in a digital communications, public relations or journalism role.
- Ability to review and provide feedback on campaign performance
- Excellent written and verbal communications skills.
- A proven track record in developing and delivering communications strategies and plans
- A commitment to ongoing learning and development.



## League culture

### What do we do?

Animals are at the heart of everything we do. We strive to protect animals from being persecuted in the name of 'sport.'

### We campaign for change

Standing up for those who don't have a voice, our hard-hitting campaigns inspire action and demand changes to legislation to protect them.

### We educate

Our high-profile work in the media and expert behind the-scenes lobbying across the devolved nations, ensures we can create awareness of the plight our wildlife faces.

### We provide intelligence to law enforcement

Our animal crimewatch gathers reports of suspected animal cruelty for us to investigate. Our in-house intelligence team provides packages for local law enforcement about those suspected of illegal activity to bring them to justice.

### We safeguard the natural environment across our wildlife reserves

Our ten wildlife reserves provide a safe haven for animals to roam free from persecution. Our reserves allow space for wildlife to flourish with minimal intervention and after just a few years this has already seen positive environmental results.

## Who are we?



## What's it like to work at the League?

[Hear from the Senior Management Team](#)

[What do staff enjoy about their work?](#)

[What are the biggest challenges?](#)

[How does the team feel about the League as an employer?](#)

## Why join us?

In addition to the opportunity to impact real change for animals, we have:

- Great [benefits](#)
- A strong commitment to [learning and development](#)
- An ethical approach to [sustainability, diversity and inclusion](#), and [business practices](#)

## More about the role

**Ready to make a real difference? Don't wait – apply now!**

We are looking to fill this position quickly and will be reviewing applications on a rolling basis.

## Next steps

Work with us to stop animal cruelty in the name of sport, apply now by sending your CV to [people@league.org.uk](mailto:people@league.org.uk). Together, we can redefine what is acceptable and create a better world for animals.