



WorldHorseWelfare

**JOB DESCRIPTION
for
PUBLIC AFFAIRS OFFICER**

RESPONSIBLE TO

Head of Public Affairs

AIM OF THE JOB

You will work as part of the Public Affairs team and support growth of World Horse Welfare's influencing and campaigning profile, helping deliver high-impact content and campaigns that mobilise supporters, influence policy, and raise awareness of issues that impact equine welfare.

KEY TASKS AND RESPONSIBILITIES

Campaigning and supporter engagement:

- Lead on drafting effective copy for a wide variety of offline and online sources to engage supporters and influence policy, including blogs, social media posts, emails and website content.
- Work with the Head of Public Affairs to ensure that campaigning activity is tailored to the context and needs of the UK devolved nations/EU Member States.
- Adapt content for different audiences, ensuring clarity, accuracy and impact.
- Build campaign pages and email (or other communications) automations and run reports on Engaging Networks (or similar technology).
- Develop and run A/B tests across campaigns pages and supporter emails.
- Help conduct research and produce reports to support our policy and campaigning objectives.
- Contribute to content planning and delivery to maximise reach and engagement.
- Assist the Head of Public Affairs, working closely with Fundraising, to grow the campaigner database – building a strong, active network of supporters across the UK and EU to help us influence change.
- Support the development, delivery and implementation of campaigns aligned to the charity's strategic policy objectives.
- Help ensure that campaigner data held on systems is maintained in line with both legal requirements and internal policies.
- Monitor campaign performance and contribute to evaluation and learning.
- Work with the Communications team to respond to queries from members of the public in relation to our campaigning and advocacy work.
- Help the Head of Public Affairs with the recruitment and coordination of campaign volunteers.

Policy and advocacy:

- Monitor key developments within the policy landscape in the UK and EU and identify key moments for influence.
- Help produce materials to engage elected representatives and policymakers, including briefings and reports.
- Contribute to drafting high quality responses to consultations relevant to equine welfare.
- When required, represent the Charity externally. This may include representing the Charity at parliamentary events or conferences.

- Ensure campaigning and policy content on the charity's website is kept up to date.
- Work with colleagues across the organisation to ensure campaigns are evidence-led and aligned with organisational priorities.
- Support the planning and delivery of campaign and advocacy related events, both online and in-person.

Health & Safety

- To comply with the policies of World Horse Welfare to ensure that risks within the working environment are reduced as low as reasonably practicable.
- To raise any health and safety concerns with your Line Manager or the Health & Safety Officer based at Head Office.

PERSON SPECIFICATION

Experience & Knowledge

Essential

- Excellent communicator with the ability to present complex information in an accessible and persuasive way.
- Experience of writing for websites, newsletters or social media to engage audiences.
- Experience of working collaboratively with colleagues across different teams.
- Experience of building positive relationships with supporters, stakeholders or partners.
- Understanding of how campaigns can influence decision-makers and public opinion.
- IT literate, with experience using Microsoft Office and digital tools.
- Knowledge of UK and/or EU legislative frameworks.
- Experience using campaign technology and email tools

Desirable

- Basic analytic and research skills.
- Experience with data visualisation programmes.
- Knowledge of Engaging Networks.
- Background in animal welfare or practical understanding of equines.
- Ability to speak a language other than English, ideally French or German.

Skills & Abilities

- Ability to work both independently and collaboratively within a team.
- Able to write clear copy in a variety of different styles.
- Strong team player with the ability to use initiative.
- Proactive, flexible and solution-focused approach to work.
- Willingness to learn and adapt in a fast-moving environment.
- Strong organisational skills and the ability to manage multiple tasks and deadlines.
- Remote working with flexibility and willingness to travel for meetings.
- Adherence to the charity's values of being realistic, compassionate and forward-thinking.
- Willingness to work outside of regular office hours during busy periods (e.g. campaign launches or events).