



Role Profile

The Role			
Role Title:	Senior Scientific and Policy Officer - Animals in Entertainment & the Media	Reporting to (job):	Head of Wildlife
Legacy job titles covered by this role profile:	No	Jobs that typically report into this role:	None
Directorate / Department	Wildlife Department / Policy, Prevention & Campaigns	Job Family	Animal Science and Veterinary
Location Category, Base and travel	Hybrid - home and Southeast/London hub Travel to meetings, workshops, conferences required.	Band	C1
Role Dimensions			
Number of direct reports	0	Manager and / or Individual / Professional Contributor:	Individual contributor
Number of dotted line reports	0	Budget (Operating/Capital)	0
Total No of Reporting Staff (include all direct and indirect reports)	0	Decision Making Authority, & Responsibility for Resources	Decisions that could have a major impact on the Society's reputation are made by the postholder when deciding to collaborate with other organisations and stakeholders on projects that result in the addition of the RSPCA's name to

			<p>outputs such as codes of practice, guidelines, standards etc.</p> <p>Decisions required as to which audiences to communicate with and the strategy for that communication, including what to communicate. Failure to influence these audiences can result in damage to the Society's reputation and affect its ability to achieve change and so improve animal welfare.</p> <p>Resources: Confidential material from external stakeholders (e.g. draft government legislation and codes of practice; personal data).</p>
Working Environment	<p>DSE user and will be a lone worker when working from home. Can be emotionally demanding due to the nature of the materials the post holder will have exposure to, and aggressive targeting of RSPCA by organisations and individuals who accuse the Society of failing to help animals.</p>		
Role Purpose	<p>The main responsibility of this role is to develop and implement the Society's work on improving the welfare and protection of animals in entertainment and the media, including animals that feature in films, television and advertising, as well as the RSPCA's own materials. This will include developing and implementing a strategic plan to raise industry standards, improve legal protection, and shift public attitudes to improve the welfare of animals used in these industries.</p> <p>The role is situated in the RSPCA's Wildlife Department but the scope of the work includes all animals, including companion animals. This will require the post-holder to work collaboratively across departments.</p>		

	<p>The role supports the Head of the Wildlife Department to ensure Society policy in relation to animals is based on a scientific approach, ethical and defensible and that the Department's objectives promote the highest standard of animal welfare.</p> <p>In conjunction with the Head of the Wildlife Department, develop, promote and implement Society policy and strategic direction for advocacy of animals in entertainment and the media. This includes responsibility for the strategic planning, coordination and implementation of the advocacy work of the Wildlife Department and how animals in entertainment issues are dealt with across the Society. The post-holder will work with stakeholders to develop a strong evidence base, policy positions and improve the welfare of animals used in entertainment.</p> <p>Influence, develop and promote practical measures which will reduce the unnecessary suffering experienced by animals in entertainment and promote the meeting of their needs through their interactions with people.</p>
<p>Principal Accountabilities</p>	<p>Policy Development and Implementation:</p> <ol style="list-style-type: none"> 1. Generate and maintain all RSPCA policies, strategic aims, goals and objectives relating to animals in entertainment and the media. 2. Generate and manage the implementation of an impactful influencing strategy with clear outcomes and objectives to achieve the RSPCA's objectives on the welfare of animals in entertainment and the media. This will focus on raising industry standards, improving legal protection, and shifting public attitudes. This will require working with external stakeholders including the entertainment industry, animal welfare organisations, and regulatory bodies. It will also involve working with various parts of the Society, particularly the Companion Animals Department, as well as the Inspectorate, Veterinary Department, Press, Campaigns, Public Affairs and others. 3. Write a range of policy publications, reports and briefings to aid with shaping government policy in the UK and devolved governments. This is in addition to drafting and providing senior staff with clear briefings to help undertake high level influencing. <p>Scientific Research and Evidence-Based Practice:</p>

4. Work with RSPCA colleagues to generate and implement a plan to ensure that standards that apply to animals in entertainment and the media are based on the latest scientific evidence and best-practice to maximise positive experiences and avoid/minimise stressful experiences.
5. Keep up to date with the science relating to animal welfare including relevant scientific, legislative, ethical and animal welfare issues and developments in the UK and internationally, and cascade this information to others in the RSPCA as appropriate.
6. Conceive and lead science-based research projects, activities and programs to meet the RSPCA's aims and objectives relating to animals in entertainment and the media. Where relevant, manage associated budgets and individuals (consultants, students and volunteers) employed to complete these projects.

Advocacy and Representation:

7. Be a lead representative for the Society at meetings on animals in entertainment and the media issues to promote its objectives to key stakeholders and target audiences up to the highest levels. External stakeholders will be primarily the entertainment and media industry, but also, government ministers, MPs and senior civil servants, and other external bodies, committees, government representatives and working groups and think tanks where the welfare of animals in entertainment and the media is the primary issue. Internal stakeholders include colleagues across the Society involved in the production of materials that feature animals.
8. Represent the Society in, and contribute to, advocacy coalitions on relevant issues, as appropriate, building networks of allies to help achieve the RSPCA's welfare policy and advocacy objectives for animals in entertainment and the media.
9. Exploit existing, and establish and develop new, contacts within the entertainment and media industry and other relevant sectors in order to influence practice, in line with the Society's views. This includes actively seeking representation for the Society on relevant national and international committees and working groups.
10. Represent the RSPCA and give presentations at relevant national and international workshops and conferences.

Communication and Public Engagement:

11. Produce evidence-based briefing papers and policy reports targeted at specific stakeholders.
12. Prepare and review written position statements, articles and press releases.
13. Undertake media interviews in press, radio, and television as the RSPCA's lead media spokesperson on policies concerning animals in entertainment and the media.
14. Produce reports on relevant issues, and contribute to departmental newsletters and information sheets and material for RSPCA publications (e.g. the Annual Review, Annual Report) and RSPCA Digital Media. To liaise with the Publications Department in the production of copy for Society publications.

Monitoring and Reporting:

15. Monitor, review, analyse, report on and where appropriate respond to, reports and announcements from relevant bodies on proposed EU directives, domestic UK legislation, and the work of parliamentary select committees, Defra, and other governmental and NGO working groups.
16. Identify and communicate to the Head of Wildlife and to Assistant Director (AD) Policy, Advocacy and Evidence, Directors, Chief Executive and Trustees risks and issues relating to the welfare of animals in entertainment that could have an adverse impact on the Society's credibility, authority, reputation and effectiveness based on sound, evidence-based science.

Departmental Operations:

17. Contribute towards managing the operations of the department including creating and monitoring the departmental budget.
18. Assist the Head of Wildlife in ensuring appropriate material is produced for the Society's Animal Welfare Committee, and other relevant Trustee committees and working groups and attend meetings as required.

Key Interfaces

The post holder will be required to be able to communicate effectively via a range of forums and mediums and to a very wide range of stakeholders in order to effectively influence practice and policy in line with the overall objectives of the Society.

A key element of the role of this post-holder is to engage in high level advocacy, dialogue and negotiation, whilst promoting the objectives of the Society to key external stakeholders.

In addition the post holder must be able to deliver presentations to potentially large groups of people.

Internal:

- Work closely with staff in other RSPCA departments, particularly the Companion Animals Department. Other departments are likely to include Inspectorate (including specialist Performing Animals Advisors), Veterinary, Press, Campaigns and Public Affairs to provide specialist knowledge and advice and help develop initiatives and resources such as parliamentary briefs, campaigning and educational material and reports on animals in entertainment issues.
- Attend and give talks at RSPCA meetings where required.
- The post holder will, in collaboration with the Press Dept, usually provide the front-line response to challenge from different interest groups and the media with regard to the Society's stance on animal welfare or protection. This will require good judgement and the ability to respond quickly, clearly, knowledgeable and with authority. This needs the post holder to have a strong knowledge of established, contemporary and emerging science and excellent communication and interpersonal skills.
- Supervise new staff or volunteers working in the department as required.

External:

- Liaise with, and act as an expert advisor to, Eurogroup for Animals.
- Act as the RSPCA's lead media spokesperson on RSPCA policies concerning animals in entertainment and the media.

	<ul style="list-style-type: none"> ● Partner and collaborate with external stakeholders, including other animal welfare organisations, to deliver maximum impact for animal welfare. This requires excellent partnership building skills, and the ability to work collaboratively towards a common goal. ● The role often requires reporting to, and liaising and negotiating with 'non-friendly' and potentially confrontational audiences: the ability to maintain robust, coherent and logical argument is essential. This also requires good judgement and the ability to respond quickly, clearly, knowledgeably and with authority. This needs the post holder to have a strong knowledge of established, contemporary and emerging science and excellent communication and interpersonal skills ● The post-holder will identify the potential for, and will develop, wider communication of RSPCA policy, aims, objectives and achievements with respect to wild animals to a broad audience, including government, scientists, industry (all up to a high level) both nationally and internationally as appropriate, and to the public. ● Supervise students or manage consultants on RSPCA-related projects as required.
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The Person

Personal Attributes and Key Competencies

Personal Attributes:

- **Passionate:** Demonstrates a genuine commitment to animal welfare and the mission of the RSPCA.
- **Persuasive:** Highly skilled in influencing senior leaders and stakeholders.
- **Empathetic:** Shows a deep understanding and compassion for animals and the importance of their well-being.
- **Innovative:** Brings creative thinking to developing strategies and solutions for complex problems.
- **Resilient:** Maintains determination and enthusiasm in the face of challenges and setbacks. Remains steadfast and maintains composure when faced with challenges or opposition.
- **Collaborative:** Works effectively with colleagues, stakeholders, and partners to achieve common goals.

- Adaptable: Demonstrates a flexible approach to work, able to respond to changing priorities and schedules with ease.
- Corporate Savvy: Comfortable and effective working within a complex corporate environment, understanding its dynamics and intricacies.

Key Competencies:

- Stakeholder Engagement:
 - Expertise in building and maintaining strong relationships with key stakeholders and influential figures.
 - Ability to collaborate and nurture positive relationships at all levels with stakeholders and partners internally and externally, and work together effectively to achieve common goals.
- Communication Skills:
 - Exceptional written and verbal communication skills, capable of crafting compelling messages and delivering persuasive presentations.
 - Proficient in writing detailed briefings and reports.
- Strategic Thinking:
 - Strong analytical skills to identify key touchpoints and opportunities for delivering maximum impact.
 - Ability to develop and implement strategic plans that align with the RSPCA's mission and goals.
- Influencing and Negotiation Skills:
 - Highly skilled in influencing stakeholders.
 - Demonstrated ability to negotiate agreements and secure commitments from senior leaders and stakeholders.
 - Skilled in finding common ground and building consensus among diverse groups.
 - Ability to confidently express opinions and make decisions, even in difficult situations.

	<ul style="list-style-type: none"> ● Skilled in standing firm on important issues to ensure adherence to standards and goals. ● Partnership Development: <ul style="list-style-type: none"> ● Experience in developing and nurturing partnerships with individuals/organisations that share similar objectives. ● Ability to identify and leverage opportunities for collaborative initiatives. ● Project Management: <ul style="list-style-type: none"> ● Able to identify, develop, organise and take responsibility for projects, and to guide or lead them to completion. ● Capable of managing multiple projects simultaneously, ensuring timely and effective delivery of objectives. ● Strong organisational skills and attention to detail. ● Public Speaking: <ul style="list-style-type: none"> ● Comfortable and confident presenting to industry leaders, stakeholders, and public forums. ● Ability to engage and inspire diverse audiences. ● Research and Analytical: <ul style="list-style-type: none"> ● Well developed analytical skills with strong attention to detail and demonstrable ability to make evidence-based decisions. ● Ability to identify animal welfare and ethical issues and propose constructive and realistic ways of tackling these. ● Proficient in accessing, assessing, and utilising diverse sources, including scientific literature. ● Working environment: <ul style="list-style-type: none"> ● Ability to work effectively within a complex corporate environment.
Essential Key Skills, Qualifications & Experience	Qualified to degree level in a relevant discipline.

Broad knowledge of animal welfare issues and specific knowledge and experience relating to animals specific to the post.

Proven experience of high level influencing and setting the strategic direction for advocacy on animal welfare issues.

Ability to build and utilise networks of contacts effectively and to work in coalition with others.

Expertise in developing compelling policies, shaping agendas and working in coalition to achieve change.

Experience of translating policy and research into change through advocacy, and strong track record of driving policy change with national and local governments.

Excellent research and writing skills with the ability to effectively condense, summarise and make sense of large amounts of information quickly, pulling out salient points and spotting potential weaknesses or problems.

Constructing detailed, evidence based reports, papers, letters and information sheets using a wide variety of sources for a range of audiences.

Effective at working to demanding targets.

Experience of project coordination/organisation.

Well developed interpersonal and diplomatic skills.

Experience of preparing and delivering (both verbally and written) presentations/reports to a varied audience.

Experience of working alone and in a team.

Desirable Key Skills Qualification & Experience	<p>Experience working in the media and entertainment industry.</p> <p>MSc, PhD or equivalent in relevant subject area.</p> <p>Competent user of Google suite.</p> <p>Knowledge of animal welfare regulations.</p> <p>Understand the development and implementation of codes of practice or similar regulatory frameworks.</p> <p>Experience of creating a Theory of Change.</p>
Personal commitment to:	<p>Adhere to the Society's charitable objectives, which are to promote kindness and prevent or suppress cruelty to animals.</p> <p>Take care of their own health and safety and that of others who may be affected by their acts and omissions.</p> <p>Uphold the RSPCA's core values</p> <p>Cooperate with Society policies and procedures</p> <p>Understand and comply with any Society Code of Conduct.</p> <p>For managers: Continually ensuring the highest Health & Safety standards are achieved , operating in a safe and legal environment and enhancing further our safety culture</p>
RSPCA Core Values	<p>Our values for our employees, volunteers, trustees, branches and future members of our Community Engagement Programme guide everything that we do.</p> <p>They also guide how we work to rescue and care for animals and how we work with individuals, families, communities and other organisations.</p>

We are compassionate: we care deeply about the lives of animals, we have empathy for people, we act with kindness and consideration at all times

We are inspirational: we are life changing, we inspire by taking the lead, we speak up when others don't, we take brave decisions, we change animals' lives for the better.

We are committed: we never give up, we have energy and determination, we rescue animals from cruelty and neglect, giving them new opportunities and supporting others in doing so, and advocate for all animals at risk of harm.

We are expert: we have expert knowledge which we willingly share, we act on the basis of evidence, we underpin our decisions and actions with science, data and experience.

We act with integrity: we are honest and trustworthy, we act with integrity, we do what's right.