

Job Description

Global Internal Communications Manager

**We are** World Animal Protection.  
**We end** the needless suffering of animals.

**We influence** decision makers to put animals on the global agenda.

**We help** the world see how important animals are to all of us.

**We inspire** people to change animals’ lives for the better.

**We move** the world to protect animals.

World Animal Protection is a truly global organisation, working in over 50 countries across the world, with offices in every continent. Our vision is a world where animal welfare matters and animal cruelty has ended. We protect animals because we believe a sustainable future for the planet can only be achieved if both animals and people are part of the solution.

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| Job Title: Global Internal Communications Manager  Reports to: Global Head of Internal Communications  Reportees: Global Internal Communications Officer  Budget holder: No | Location: London  \*Technical/Professional Accountability to: Global Head of Internal Communications  \*Technical/Professional Reports: n/a  Global/Local1: Global |

Overall purpose

Develop and implement the internal communications strategy. Implement an internal communications action plan and deliver content and activities which educate, engage and inspire staff and key stakeholders.

Accountabilities

* Meeting defined objectives and goals.
* The role holder will comply with the organisation’s policies and procedures.

Duties and responsibilities

*Functional*

* Develop and implement the global internal communications strategy.
* Create and deliver an internal communications action plan to support the strategy.
* Create, plan and execute communications strategies to ensure the organisation’s work and goals are successfully communicated using a mix of channels.
* Write and edit content to ensure it’s creative, engaging and consistent with our tone of voice. This includes news, blogs, interviews, presentations, scripts, briefings, question and answer documents, toolkits, for various communication channels, including a monthly global staff meeting, e-newsletters, manager briefings and the intranet.
* Lead and manage communication channels (face-to-face, electronic and print).
* Provide opportunities for effective two-way communication among staff and leaders, to build engagement, sharing information, learnings, recognition and responding to feedback.
* Proactively seek opportunities and advise on communications matters.
* Manage, coach and develop the Global Internal Communications Officer.
* Manage a network of communicators.
* Strategically partner with stakeholders to deliver effective communications.
* Build and maintain relationships with internal and external stakeholders.
* Measure the effectiveness of internal communications messages and channels to improve impact.

*Organisational responsibilities*

* Delivery of World Animal Protection’s Global Strategy across the core themes of Mission, Movement and Transformation in a global, matrix environment.
* Work cooperatively with external organisations, teams within World Animal Protection and in the wider animal welfare movement to pursue programme objectives and wider organisational goals, including those relating to brand, communications, fundraising and resource management.
* Actively participate in building our brand and maintain the integrity of our brand to support our profile, lead generation, income and engagement.
* Help secure resources (income) and reach (people and partnerships) by actively contributing to our supporter relationships, fundraising, communications, and donor reporting.
* Actively participate and support the organisation to ensure that we manage our resources (financial, staff and IT) efficiently and effectively by improvement of systems, reporting and compliance.
* Contribute to a learning culture and create a positive working environment for staff.
* The role holder will from time to time be required to undertake any other duties that are within the scope of this role.
* Take responsibility for their own health, safety and welfare, comply with health and safety policy and procedures, and not act in any way that compromises the safety of themselves, colleagues or the public.
* The post holder may be required to travel internationally to provide support or participate in World Animal Protection’s activitiesas and when required.

Skills and experience

***Essential***

* Extensive internal communications experience, preferably within a large or international organisation.
* Experience creating and driving an internal communications plan aligned to a strategy.
* Excellent written, proofing and verbal communications skills, ability to present ideas and complex information in a clear, concise, creative manner for diverse audiences.
* Delivery-focused with excellent planning and organisational skills, able to project manage, prioritise and multi-task in a fast-paced, changing environment.
* Strategic thinker, excellent judgement, critical thinking and decision-making abilities.
* Proven experience of managing, coaching and developing people.
* Able to build relationships and influence individuals at all levels of the organisation.
* Excellent attention to detail and the ability to follow tasks and ideas through to completion.
* Self-motivated, able to work calmly under pressure, on own initiative as well as part of a team.
* Able to measure and analyse content and channel effectiveness.
* Natural curiosity about the organisation and sector that leads to creative thinking about communications topics and engagement strategies.

***Desirable***

* Experience using suite of Microsoft office tools and MailChimp.
* Experience using design packages, such as Photoshop, InDesign, and Final Cut Pro.

***Qualifications***

* Degree in relevant field or equivalent.

Last reviewed/updated: 4 June 2018

\*World Animal Protection operates in a matrix environment. This means we routinely work with colleagues from different locations, business units and cultures in cross-functional and virtual teams.

**1**A **global role** works across geographic boundaries with a remit to enable the delivery of strategic organisational activity across the world, providing direct input and support at a local level as required. A **local role** is primarily focussed on the delivery of strategic organisational activity within a country or location, providing information and input to global strategy and directions as required.