

Carnivores Anonymous Campaign Director

In Defense of Animals (IDA), an international nonprofit animal rights organization, seeks a team-oriented, campaign leader for Carnivores Anonymous, our free 12-step program supporting and providing strategies to help people maintain optimum health, lose weight, reverse chronic illness, and tackle food addiction while adopting a plant-based diet. We're looking for someone to build our local, pilot program into a national one, with local groups in cities across the United States. If you want to help people adopt a vegan diet and have the skills to initiate a national program, this position is for you!

The ideal candidate will have excellent organization and marketing skills. Knowledge of vegan nutrition is a plus. The campaign director will work closely with IDA President Marilyn Kroplick, MD, to develop program and marketing materials. This part to full-time position is a great opportunity to use your skills to help people, animals, and the environment. Please send a cover letter, writing sample, and resume to employment@idausa.org.

The Carnivores Anonymous Campaign Director is responsible for:

- Developing campaign and marketing materials with IDA President
- Promoting the 12-step program nationally
- Recruiting local support group leaders
- Starting national support groups
- Scheduling and organizing trainings for local leaders
- Collecting group leader contact details
- Communicating with group leaders
- Gathering a list of mentors, speakers, nutritionists, and vegan coaches
- Recruiting nutritionist experts for our support line
- Reporting group progress and leader dynamics to IDA
- Providing weekly content for our social media channels
- Managing Facebook groups, pages, and ads
- Hosting events and attending conferences as needed

Carnivores Anonymous Campaign Director qualifications include:

- Excellent writing and public speaking skills
- Excellent organizational and interpersonal skills
- Competent in using Word, Excel Spreadsheets, and Google Docs
- Social media and online marketing savvy
- Self-motivated, independent
- Cooperative team-player
- Positive attitude, desire to learn, go-getter
- Psychology training a plus
- 12-step experience a plus

- Knowledge of veganism, vegan cooking, nutrition, animal rights, environmental issues (or willingness to research)

To apply please use job position title "Carnivores Anonymous Campaign Director" in subject line of email. Submit resume, cover letter, and two writing samples by email to employment@idausa.org. Please include the following in your cover letter: your qualifications for the position, a specific explanation of your interest in joining IDA, where/how you found out about this career opportunity, and your salary requirement. Please, no phone calls. Open until filled. Alternatively, materials can be sent to:

IDA
Attn: Human Resources
3010 Kerner Blvd.
San Rafael, CA 94901
Fax: 415-454-1031
E-mail: employment@idausa.org

In Defense of Animals is an equal opportunity employer.