

Job Listing

Department: Campaigns

Supervisor: Campaigns Director Lisa Levinson

Location: Hybrid (Part remote/part on-site in Creston, California)

Compensation: \$22/hour

Full time, non-exempt, benefits eligible

Farmed Animals Campaigner/Programs Liaison

In Defense of Animals, an international nonprofit animal rights organization, seeks a Farmed Animals Campaigner/Programs Liaison. This position initiates and coordinates both existing and new projects, initiatives, partnerships and coalitions; drafts alerts, media releases, blogs, social media posts, reports and position statements; attends and hosts events; collaborates with activists; and represents IDA at stakeholder meetings and in the media. The Farmed Animals Campaigner plans and creates all aspects of the Farmed Animals Campaign, ensuring that strategies are carried out according to the organization's goals.

This full-time position serves as a vital member of the IDA team, contributing regular content, liaising with community organizers, activists and other stakeholders, and representing farmed animal and general animal concerns in communications with IDA colleagues, partners, supporters, external decision makers and other stakeholders.

Farmed Animals Campaigner responsibilities:

- Research, plan and create all aspects of the Farmed Animals Campaign
- Lead campaign implementation and take responsibility for campaign elements
- Generate weekly content including alerts, blogs, pages, and videos (in collaboration with IDA's audiovisual team)
- Draft media releases and act as an organization representative with media
- Work closely with a range of stakeholders (corporate, political and non-profit) to successfully implement campaign strategies
- Advocate for veganism, animal rights, and support the organizational/campaign mission on social media
- Prepare and manage campaign budgets
- Manage volunteers/interns and facilitate training
- Work across departments including Communications and Development to develop plans and tactics for online mobilization, outreach, and fundraising to support campaign and ongoing work
- Submit regular work reports
- Develop new vegan and farmed animals initiatives, programs, and campaigns
- Research and report on the latest vegan and farmed animals news (mass media, social media, and professional publications)

- Communicate with concerned members of the public, farmed animal rescues/sanctuaries, farmed animal activists (grassroots groups and national organizations), environmental organizations, vegan advocacy groups and local, state, and federal legislators
- Organize national and regional events/demonstrations
- Respond to IDA supporter emails and phone calls about vegan and farmed animals concerns
- Attend and speak at conferences, press conferences, and stakeholder meetings

Farmed Animals Campaigner qualifications:

- Self-motivated, independent worker
- Cooperative team-player with leadership experience
- Ability to physically visit our location in Creston, California and create content relating to our Sanctuary animals
- Excellent writing, research, presentation, and speaking skills
- In-depth knowledge of farmed animal welfare issues and current legislation
- Experience in managing campaigns, organizing events, initiating programs, and supervising volunteers preferred
- Spokesperson for animal rights and veganism
- Kind and compassionate towards human and other animals with a positive, collegiate, can-do attitude
- Willing to listen to feedback, learn, and grow
- Fundraising skills & contacts in the farmed animals advocacy field a plus
- Ability to read, analyze, and interpret common scientific and technical journals, financial reports, and legal documents
- Diplomatic with stakeholders, supporters, activists, decision-makers, and the farmed animal advocacy community
- Basic math skills including interpreting data reports with bar graphs, pie charts, etc.
- Familiarity with computer software for word processing, spreadsheets, Google docs, and video conferencing platforms
- Can adapt to changing organization needs and work priorities
- Works well under pressure to meet deadlines

To apply, please submit your cover letter, resume, and 2 - 3 writing samples to employment@idausa.org.