

**Job Title: General Campaigner**

Department: Campaigns

Supervisor: Campaigns Director

Location: Remote

Compensation: \$20/hr

Full time, non-exempt, benefits eligible

**General Campaigner**

In Defense of Animals, an international nonprofit animal rights organization, seeks a General Campaigner. 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 General Campaigner ensures 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 general animal concerns in communications with IDA colleagues, partners, supporters, external decision makers and other stakeholders. This position includes 10-15 hours per week of writing for the Communications Team.

**Summary of Position:** Manages content/initiatives to enact change on behalf of animals, including wild animals and various topic areas as needed. Provides coverage for campaigners and supports diverse campaign initiatives from Ten Worst Zoos to Respect for Fish Day. Submits weekly content as requested by Campaigns and Communications.

**General Campaigner Duties and Responsibilities**

- Research, plan and create all aspects of the assigned campaigns
- 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 campaign plans/annual budgets, project proposals, and expense reports
- 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 initiatives and campaigns
- Research and report on the latest relevant news (mass media, social media, and professional publications)
- Organize national and regional events/demonstrations
- Respond to IDA supporter emails and phone calls
- Communicate, coordinate, and collaborate with grassroots activists
- Attend and speak at conferences, webinars, press conferences, and stakeholder/coalition meetings

### **Communications Team Responsibilities**

- Drafts and edits alert petitions, blog posts, evergreen pages, social media content, and other materials per the request of the Communications Manager

### **General Campaigner/Communications Qualifications**

- Self-motivated, independent worker
- Cooperative team-player with leadership experience
- Excellent writing, research, presentation, and speaking skills
- In-depth knowledge of farmed animal welfare issues and current legislation
- Experience in managing campaigns, organizing events, 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 animal 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 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](mailto:employment@idausa.org).