



ANIMAL POLICY  
INTERNATIONAL

## Campaigns Coordinator/Manager

*Animal Policy International seeks a creative campaigner to support the organisation's international work*

### Position Summary

Application Deadline: January 9th 2026, applications reviewed on a rolling basis so early applications are encouraged

Start Date: asap

Hours: Full-time (40 hours per week)

Compensation: 27,000 - 37,000 pounds, depending on need, skills, location and experience (this amount based on UK hire)

Employment type: Contractor preferred, or 1 year fixed-term employee

Location: Remote. We can accommodate *most* locations in the world, with preference for the UK, EU or New Zealand. *You must have the right to live and work in the area you'll be based in.* Process: There will be 2 interviews and one/two tasks

To apply please fill in the [form](#).

**Animal Policy International is seeking a creative, driven and highly organised Campaigns Coordinator to deliver the public campaign side of our work across New Zealand and UK to start as soon as possible. We are looking for someone who is eager to embrace the opportunity to create impact for farmed animals.**

We value your competence rather than credentials. While experience in campaigns and a solid understanding of campaigning is valued, we also welcome applications from individuals who may not have direct experience but possess a strong ability to upskill quickly.

Most of all we're looking for someone who is highly organised, a "do-er", has strong communication skills, is strategic, a problem solver, adaptable and is resilient and persistent. We especially need someone with a [campaigner mindset](#) who knows they can achieve a goal and will stop at nothing to get it done.

### About Animal Policy International

[Animal Policy International](#) (API) is a trade and farmed animal welfare organisation. We work with policymakers in regions with higher levels of animal welfare legislation to advocate for responsible imports that are in line with domestic laws. By applying equal standards, API aims



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to advance animal welfare in exporting countries with lower levels of animal welfare. We currently operate in New Zealand and the United Kingdom and in 2026 will begin work in the EU.

*Background:* There are significant differences between farmed animal welfare standards across the globe, with billions of animals still confined in factory farms. Regions with higher standards import a significant portion of their animal products from countries where animals experience significant suffering which goes against shared morals in higher welfare regions.

To address this issue, countries with higher welfare standards can extend their standards to imported products. This can also incentivise farmers elsewhere to increase their standards to maintain their access to existing supply chains, and create fair market conditions.

### How you will make a difference

Animal Policy International is a small and ambitious early-stage organisation. We're seeking a campaigner, based remotely, to start as soon as possible to work on both our New Zealand and UK public campaigns. The coordinator will work closely with one of our Co-Executive Directors, and our policy team members in the UK and NZ, to implement concrete plans to achieve our objectives.

As our campaigner you will be working on:

- **Campaign delivery:** Plan, coordinate, and implement imaginative and effective campaign actions (both on and offline) that influence policy-makers and the public across NZ and UK.
- **Campaign Communication:** Produce clear, compelling, and engaging campaign resources and content – both written (emails to supporters, web pages) and visuals (social media content, advertising).
- **Stakeholder liaison:** Build and maintain strong relationships with others in NGOs and members of the public to strengthen campaign outcomes.
- **Volunteer mobilisation:** Grow and energise our networks through coordination, regular newsletter communication, and opportunities for online and in-person action.
- **Project management:** Manage multiple projects simultaneously, ensuring deadlines and objectives are met.
- **Campaign evaluation:** Monitor, measure, and report on campaign impact, adapting tactics as needed to ensure effectiveness.
- **Communications:** Design, implement, and continuously refine multi-channel communication strategies that effectively share API's work and promotes farmed animal welfare to diverse audiences. Integrated communication that promote our initiatives and progress via our website, newsletter, social media channels.

### Person Specification



We're looking for someone who is professional, confident, and resilient, who thrives in a fast-paced environment and is committed to API's objectives.

We seek applications from people inspired by our mission and demonstrate a commitment to our core values of : *impact-focused, effective, self-leadership: caring and respectful: agile and transparent.*

Essential	Desirable
<ul style="list-style-type: none"> <li>● <b>Interest in farmed animals:</b> Demonstrable interest in farmed animal welfare issues and / or a desire to know more.</li> <li>● <b>Strong generalist:</b> a fast learner who enjoys a challenge and is able to independently progress on important projects.</li> <li>● <b>Systematic, highly organised and detail-oriented:</b> a strategic project manager who can ensure high quality throughout all our efforts</li> <li>● <b>A “do-er”</b> - enjoys getting stuck in with each task.</li> <li>● <b>Skilled communicator:</b> able to work with diverse stakeholders and see other perspectives- from politicians to farmers and NGO groups, individuals and cultures. Create powerful, persuasive, professional, and compelling written and oral communications that concisely convey our ask.</li> <li>● <b>Excellent decision-maker:</b> skilled at breaking down complex problems and, together with team members, coming to decisions that best increase impact.</li> <li>● <b>Resilient, Driven &amp; Persistence:</b> you find a way around, over, or under obstacles. Curious, creative, and agile, able to think outside the box and solve problems.</li> <li>● <b>Critical thinker:</b> enjoys working collaboratively to identify risks and opportunities; asks difficult questions and points out where we can improve while remaining positive and</li> </ul>	<ul style="list-style-type: none"> <li>● <b>Rounded experience as a campaigner</b> <ul style="list-style-type: none"> <li>○ Proven track record of leading and implementing successful high profile campaigns</li> <li>○ Good knowledge of techniques available for digital campaigning and platforms</li> <li>○ Demonstrated ability to develop and communicate effectively for campaigns</li> <li>○ Proven track record of working in coalitions</li> </ul> </li> <li>● <b>Knowledge of farmed animal welfare</b> issues.</li> <li>● <b>Mobilisation:</b> Thorough understanding of working with volunteers and supporters. Experience of movement building in the context of campaigning</li> <li>● <b>Good knowledge of NZ and/or UK institutions</b> and how legislation works</li> <li>● <b>Good knowledge of NZ and/or UK culture</b> and how to communicate in different contexts.</li> <li>● <b>Experience of dealing with the media</b></li> <li>● Knowledge and engagement with the Effective Altruism movement</li> </ul>

<p>growth-oriented, in line with our culture</p> <ul style="list-style-type: none"><li>• <b>Integrity:</b> you act with integrity by being accountable and transparent.</li><li>• Fluent in English.</li><li>• Able to manage your own workload and prioritise effectively</li></ul>	
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Due to the nature of the role, and working across New Zealand and UK timezones, there will be a requirement to carry out some work out of regular office hours. For example, you might often need to meet with team members in your evening.

The job description is not exhaustive and you may be asked to carry out additional tasks. All applicants must have the right to live and work in the area you'll be based in - we can't sponsor visas.

Note: As mentioned, while experience in a role like this is welcome, we are also eager to consider candidates who may not have direct experience but demonstrate strong drive, determination and an aptitude for quickly developing expertise in this field. Please apply even if you don't meet all the criteria. We would love to see your application.

If you have any questions about the position, please reach out to Mandy Carter at [mandy@animalpolicyinternational.org](mailto:mandy@animalpolicyinternational.org)