



ANIMAL WELFARE LEAGUE

Job Description — Corporate Campaigns Coordinator,

South Africa

Title: Corporate Campaigns Coordinator, South Africa

Position: Mid - Senior level

Reports to: Senior Corporate Campaigns Lead (dotted line to Director)

Terms: Full-time, 40 hours/week

Location: Cape Town, preferred; national travel required

Start date: As soon as possible

About Animal Welfare League

Animal Welfare League (AWL) is a nonprofit working with corporate companies to improve farmed-animal welfare across Africa. We secure corporate policies through research, negotiation, and strategic campaigning.

Role Purpose

This role is best suited to a mid-to-senior-level professional with experience working with corporate companies. You will lead AWL's corporate outreach and campaign work in South Africa. This includes building relationships with food companies, securing cage-free and related animal welfare commitments, and representing AWL nationally with professionalism, diplomacy, and cultural awareness.

Core Responsibilities

Corporate Outreach & Negotiation

- Map and maintain a database of South African food companies and key decision-makers
- Lead corporate outreach via emails, calls, meetings, and events
- Prepare briefs, policy asks, and follow-ups
- Negotiate cage-free policies, timelines, and public commitments



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Campaign Planning & Execution

- Plan and run corporate campaigns suited to South Africa's legal and cultural context, delivering lawful offline and digital campaigns.
- Recruit, brief, and manage volunteers, supporters, and partners; ensure safety, legality, and message discipline.
- Assess risks and ensure safety and compliance at all times
- Set clear action plans, targets, and timelines.

Content, Media, and Stakeholder Engagement

- Draft reports, briefings, and position papers
- Support media outreach
- Represent AWL at meetings, events, and convenings
- Write concise copy and create simple visuals for AWL's social channels to support campaigns.
- Build relationships with civil society groups, journalists, and coalitions.

Measurement, Learning, and Improvement

- Track outcomes, commitments, timelines, and compliance evidence.
- Identify lessons, gaps, and opportunities for improvement.
- Maintain a tidy CRM/database with audit-ready documentation.

Logistics & Travel

- Travel within South Africa for meetings and campaign activities
- Coordinate logistics for events and actions.

Candidate Requirements

Essential

- Strong research, writing, and presentation skills in English
- Strong understanding of South African corporate culture, business norms, and stakeholder dynamics
- Experience in corporate campaigning, advocacy, public affairs, or B2B engagement
- Ability to engage and negotiate with senior executives
- Understanding of South Africa's legal and regulatory environment for NGOs, advocacy, and public actions
- Proven ability to plan and run structured campaigns, including public or digital actions



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- Ability to assess risks, ensure safety, and navigate sensitive topics with discretion
- Strong project management, organization, and documentation habits
- Ability to work independently while staying aligned with a regional team
- Alignment with animal welfare and non-violent action principles

Preferred

- Existing relationships with South Africa's food, retail, hospitality, or corporate sectors
- Experience working with multinational companies and/or complex corporate structures
- Experience working with the Federated Hospitality Association of South Africa (FEDHASA).
- Familiarity with CRM tools and spreadsheets
- Prior involvement in civil society, sustainability, or animal welfare initiatives

Salary Range

\$9,600 to \$12,000 annually inclusive of benefits.

Equal Employment Opportunity

Animal Welfare League welcomes applicants regardless of race, color, gender, sexual orientation, religion, disability, family/marital status, or other protected status.

Note: Animal Welfare League cannot assist in obtaining work authorization. Successful candidates will be required to provide documentation attesting to their qualification to work in South Africa.

How to Apply

Upload your CV, a brief cover letter (1 page) summarizing relevant experience, and two advocacy/research writing samples (e.g., manuscripts, press releases, and corporate briefings) to careers@animalwelfareleague.org with the subject "Corporate Campaigns Coordinator – [Your Name]". Shortlisted candidates will complete a task-based exercise.