

**Post Holder:**

**Job Title:** Head of Netherlands, Compassion in World Farming (CIWF)

**Department:** Global Campaigns and Policy Advocacy

**Reviewing Manager:** Global Director Campaigns and Policy Advocacy

---

## Part 1: JOB PROFILE

### 1. OVERALL OBJECTIVE(S) OF THE POST

The purpose of this role is to help end factory farming. This role will contribute by:

- Developing and implementing the strategy for CIWF Netherlands including further engaging the Netherlands public on all issues relating to farmed animal welfare, factory farming & moving toward a regenerative food system
- Leading and managing CIWF Netherlands
- Supporting HQ efforts to build a movement to end factory farming
- Driving forward CIWF's campaigns, public affairs, media relations and fundraising work in Netherlands .
- Supporting coalitions to influence public policy makers on a national level to change law, regulation and policy
- Building sound and constructive relationships with external stakeholders like thought leaders, INGOs and other key stakeholders
- Building up the fundraising potential of the Netherlands office in support of CIWF's work worldwide

### 2. POSITION IN ORGANISATION

- Reports by delegated authority from the Global Director of Campaigns, Policy Advocacy to the Associate Director of International programmes and impact
- Supervises, directly or indirectly, all members of the Netherlands office and responsible for its legal governance
- Works closely with all members of the Global leadership Team (GLT), the Global Director of Campaigns and Policy Advocacy senior management team, and the Director of Global Individual Giving
- Responsible for ensuring fundraising targets can be achieved
- Responsible for managing relationships with key suppliers in Netherlands

### 3. SCOPE OF JOB (These are expanded on in Section 6)

#### A. Campaign, advocacy and strategic planning

- To develop, in partnership with relevant GLT members, advocacy and campaign plans that take advantage of campaign and fundraising opportunities within the Netherlands
- To develop and build excellent relationships between the Netherlands team and the teams at HQ, ensuring effective communication alignment of campaign approach, and ways of working
- To implement through co-ordinated planning HQ campaign strategies as and when required
- To develop and implement a public engagement, media relations and for the Netherlands, in close connection with the Associate Director of International Programmes and Impact and the Global Director of Individual Giving
- To ensure effective and timely delivery of mission delivery projects and plans

**B. Operations and governance**

- To manage the Netherlands office business operations and budget
- Manages and implements CIWF’s policies against the understanding of the office’s role is one that is centralised within the organisation’s hierarchy, and not independent of the international HQ

**C. Team management and leadership**

- To determine the objectives of the Netherlands team in close collaboration with the Associate Director of International Programmes and Policy and the Director of Individual Giving
- To develop and motivate the Netherlands team to achieve the objectives of Compassion Netherlands
- Supports a strong and committed team and harnesses their wellbeing
- Develops and supports diversity, equality and inclusiveness within the team

**D. Fundraising**

- To champion and support year on year fundraising income growth in the Netherlands:
- To working closely with the HQ fundraising teams (Global Individual Giving, Legacies, Global Philanthropy) and manage the Netherlands fundraising staff to achieve agreed annual fundraising targets
- To drive and champion integrated fundraising and campaign communications within the Netherlands
- To represent Compassion in World Farming in key donor meetings and by working in partnership with the global philanthropy team to maintain relationships with high level funders

**4. DIMENSIONS & LIMITS OF AUTHORITY**

- Authority for Netherlands budget
- May authorise expenditure within budget within global policies
- May recommend disciplinary action and training requirements for staff within own department
- May select suppliers
- May recommend / suggest action to take on difficult cases

**5. SPECIFICATION**

ESSENTIAL	DESIRABLE
<b>Proven Ability, Qualifications &amp; Training</b>	
<ul style="list-style-type: none"> <li>• Fully experienced at working in a campaigning or marketing background, communications and/or advocacy role at a senior level in Netherlands and is aligned to CIWF’s mission and understands and supports CIWF’s strategy and positioning.</li> <li>• Experience of working in the charity/third sector in Netherlands, preferably in the animal welfare or food system sector</li> <li>• Proven knowledge/expertise/understanding of the impacts of factory farm for animal welfare,</li> </ul>	<ul style="list-style-type: none"> <li>• Educated to degree level or equivalent</li> <li>• Experience of managing or implementing a successful fundraising programme</li> </ul>

environment, biodiversity in the Netherlands as well as of the state of the political and societal debate on these issues.

- Proven ability working with the political/lobbying mechanisms in Netherlands, particularly on animal welfare and/or environment, climate issues
- Proven ability in representing an organisation to the media
- Proven ability to lead, co-ordinate and motivate a team of different functions
- Track record at growing an organisation whether income, movement or wins/influence
- Solid understanding of marketing, communications and fundraising
- Experience of working with internationally based teams
- Good IT skills including Microsoft Office applications
- Experience of digital marketing techniques and/or social media influencing
- Overall understanding of governance, HR and budgeting issues

Skills, Knowledge & Attributes	
<ul style="list-style-type: none"> <li>• A strategic leader with gravitas, can-do mentality able to engage in visionary debates as well as getting stuck-in in busy times</li> <li>• A team builder</li> <li>• Excellent communication skills in both Netherlands (native speaker level) and English – written, oral and presentation</li> <li>• Communicates with clarity</li> <li>• Able to support a strong and committed team and their wellbeing</li> <li>• Develops and supports diversity, equality and inclusiveness within the team</li> <li>• Ensures resources are directed towards strategic priorities and manages budget efficiently</li> <li>• Persuades large, critical or high level groups, both internally and externally to make key decisions by using a range of information and persuasive techniques</li> <li>• Ability to communicate effectively internally at all levels</li> <li>• Encourages a can-do culture of seizing opportunities as they arise.</li> <li>• . Delegates effectively, encouraging people to take responsibility</li> </ul>	<ul style="list-style-type: none"> <li>• Encourages learning, and drives for continuous improvement for their team</li> <li>• decisions</li> <li>• Holds people accountable for delivery of plans</li> <li>• Ensures that plans and objectives are both aligned and supportive of the wider organisation's strategy and priorities</li> </ul>

**Part 2: DUTIES AND KEY RESPONSIBILITIES**

**6. PRIMARY RESPONSIBILITIES**

Essential duties and responsibilities include the following: Other duties may be assigned.

- To develop visionary plans and opportunities for CIWF’s growth
- To develop visionary plans and opportunities for the development of CIWF Netherlands
- To provide input into EU wide activities driven by HQ and expertise on the Netherlands market
- To develop a long term plan for Netherlands and the Annual plans for delivery
- To seize strategic and tactical opportunities that are specific to Netherlands
- To develop & implement a public affairs, public engagement, media relations and fundraising strategy for CIWF Netherlands
- In partnership with the global fundraising team, to implement the fundraising strategy (mainly in individual giving but also opening up income sources), ensure that targets are met and maintain an excellent level of ‘stewardship’
- To represent CIWF Netherlands in key donor meetings and by working in partnership with the global major gifts team to maintain relationships with high level funders
- To determine and manage the objectives of the Netherlands team in close collaboration with the functional Directors at HQ

- To develop appropriate objectives for the Netherlands team in support of the HQ strategy and that of CIWF Netherlands
- To lead, develop, support and motivate the Netherlands team
- To represent CIWF Netherlands in the media, strategic and high-level forums as appropriate
- To provide senior profile support in Netherlands to the Food Business team
- To manage the Netherlands office, business operations and budgets
- To participate in the annual budget process at HQ, providing input into relevant functional Directors.
- To direct and have overall responsibility for the Netherlands budget
- Ensure that all legal, financial and HR aspects of the Netherlands operation are managed and reported on appropriately, including ensuring the governance of CIWF Netherlands adheres to Netherlands requirements

**7. ADDITIONAL TASKS**

- As part of your employment you may be required to travel anywhere within the world in order to carry out the duties of your employment
- Due to the nature of the role, there may be a requirement to carry out some work out of office hours. This work is to be arranged in accordance with procedures.
- Take appropriate precautions to ensure the Health and Safety of yourself and others at work.
- Act in accordance with the principles of Compassion in World Farming's Ethical Policy
- In all work activities, comply with data protection legislation and Compassion in World Farming's requirements for the protection of personal information and the privacy of individuals
- Provide formal and informal training at the request of your line manager, senior manager or a director, on your areas of expertise, to other members of staff, work experience students, trustees etc.
- The job description is not exhaustive and you may be asked to carry out additional tasks which are appropriate to your job role, as required by your line manager.
- Actively support the promotion and delivery and embedding of equality, inclusion and diversity.

Signature of Line Manager ..... Date .....

Signature of Employee ..... Date .....