



## Campaign Strategy Consultant

### Job description and person specification

Crustacean Compassion is a not-for-profit animal welfare organisation which campaigns for the humane treatment of decapod crustaceans such as lobsters, crabs, prawns and langoustines, based on the scientific evidence of their sentience. Decapod crustaceans are currently not adequately covered under UK animal welfare legislation. This means that many shocking practices of slaughter, handling and storage which would be illegal in vertebrate animals, such as boiling alive, are permitted.

It is an exciting time to work for Crustacean Compassion, and this role offers an opportunity to help make a significant difference to the lives of hundreds of millions of animals a year. As a direct result of our campaign, Defra commissioned a full, independent scientific review of the sentience of decapod crustaceans, the first of its kind. When the report unequivocally concluded that decapod crustaceans should be regarded as sentient under UK law, the government included them in the first major legislative opportunity – the Animal Welfare (Sentience) Act of 2022. Whilst the Act itself does not directly transform how decapods are treated, this first legal recognition of their sentience, and the surrounding public debate has thrown the door wide open for further legislative and industry changes; not just in the UK, but across the world.

### Current position

At present, Crustacean Compassion is experiencing one of our busiest and most exciting periods as we expand as a team and take forward new opportunities to improve the welfare of decapod crustaceans. Currently working to a two-year strategy from February 2021-2023, it is time to begin planning the next phase of our campaign development, and over a more ambitious timeframe and with a wider scope. A five-year campaign strategy together with our organisational strategy, will give Crustacean Compassion a clear direction of travel into the future. We are looking for an experienced Campaign Strategy Consultant to facilitate the development of, and deliver, a new Five-Year Campaign Strategy.

### Objectives

The objective of this consultancy is to develop a five-year Campaign Strategy from March 2023 to February 2028. The Strategy should advance our vision of a world where decapod crustaceans, such as lobsters and crabs, are recognised as sentient and treated humanely. It must include a series of S.M.A.R.T campaign objectives to 2028 and incorporate concrete milestones and KPIs to 2026.

## Information we can provide you with

- Our Campaign Strategy from 2021-2023
- Quarter 1 and Quarter 2 2022 reports on the Campaign Strategy
- An outline of existing internal and external information and resources to assist with independent desk research.

## Responsibilities

- Work independently, under the direction of the Executive Director(s) to drive forward the development of the strategy.
- Analyse given documentation to understand the current position of the organisation: its institutional resources, funding, financial processes, strengths and weaknesses, and incorporate this knowledge into strategy development.
- Analyse given documentation to understand the current position of the campaign, its successes and challenges, and incorporate this knowledge into strategy development.
- Develop and manage a consultative process with all staff and Board members (currently a total of ten people). Direct the submission of working papers, facilitate workshops, hold video conference meetings and so forth to draw down team insights, and identify the most effective future focus areas for our campaign.
- Apply relevant tools (e.g. for critical pathways) to develop concrete strategic objectives until 2028 and appropriate milestones and KPIs for 2023-26.
- Keep records of decisions made and their reasons and be prepared to explain their rationale and/or submit rough working notes.
- Use political and economic literacy, as well as a consultative process with the team, to identify the political, economic, social and technological trends which may present our mission with risks or opportunities. Ensure these are reflected in the final strategy and keep an audit trail.
- Where knowledge is incomplete, assist the team by helping them undertake limited desk research to identify and document external risks and opportunities. Make strategic recommendations on this basis and evidence your thinking.
- Attend a meeting to present a draft Strategy, and incorporate feedback as required before resubmission.

## Deliverables

A five-year strategic plan, signed-off and approved by the Executive Directors and Board, incorporating topline objectives to 2028 and detailed milestones and KPIs to 2026.

## Timescale

This assignment would be completed by 31<sup>st</sup> August 2022 with an earlier completion much preferred. The total budget available is £7000.

## Institutional Arrangements

This is a self-employed, consultant position, primarily remote working in line with the rest of the organisation. It is anticipated there would be face-to face team workshop(s), most likely in London.

The Consultant will report directly to the Executive Directors. This is a remote working position. If required, the Consultant may have the support of the Business Support Manager and/or Campaign Coordinator to help arrange meetings and take minutes from workshops and meetings.

## Person specification

### Essential

- At least five years' professional experience in campaign planning and management for not-for-profit campaigns, preferably in the UK
- Strong facilitation skills: able to hold dynamic, inclusive and focused workshops, think on your feet, and summarise and analyse contributions clearly and succinctly
- Strong strategic and analytical thinking: able to connect the implications of existing work, external trends and organizational resources with Crustacean Compassion's Vision and Mission
- Ability to work with minimal supervision, with a proactive approach to problem solving
- Excellent organisational and planning skills, and an ability to manage tight timeframes
- Good research skills
- High level written and oral communication skills in English
- Excellent interpersonal and professional skills in interacting within a busy team
- Results orientated, with the ability to give clear direction, and to inspire confidence and enthusiasm
- Evidence of having undertaken similar assignments

### Desirable

- Evidence of training in campaign strategy development
- Experience in animal welfare campaigns
- Experience of the policy-making landscape of the EU

## How to apply

Interested and qualified candidates should submit a CV and covering letter to [info@crustaceancompassion.org](mailto:info@crustaceancompassion.org), detailing how your experience and skills fit the assignment. Please include your daily quote for the work within the budget and time allowed.