



Humane Society International (HSI), with headquarters in Washington D.C., is one of the largest and most influential animal protection organizations in the world. Since 1991, Humane Society International strives for a better future for animals through advocacy, education, and hands-on programs. We work on a wide variety of animal welfare issues in more than 50 countries in close cooperation with local organizations and national governments. We share our knowledge, expertise and experience and engage in the dialogue with individuals and associations to accomplish real and lasting change in the way animals are being treated. HSI puts special emphasis on the quality of scientific research within our organization and the cautious implementation of information and data in our communication.

For our rapidly expanding team in Europe, we are looking for a:

Communications & press manager (f/m/d)
(Part time, Home Office, based in Germany)

Humane Society International (HSI) is looking for a communications & press manager, based in Germany, for our programmatic work on Trophy Hunting & Wildlife.

The topic matters: Hundreds of thousands of wild mammals, including endangered or threatened species, are killed by trophy hunters each year. German hunters import hundreds of trophies each year, which makes Germany one of the major importers in the EU. HSI works to raise public awareness regarding this issue, improve legal protection and encourage alternative action.

The trophy hunting campaign in Germany will consist of advocacy work and political lobbying, public and media engagement, and activities targeting relevant companies and stakeholders. The campaign will be carried out in six EU countries.

The holder of the position reports to the HSI Country Director in Germany and is under the functional guidance of the Wildlife program and communication department at HSI's global headquarters in Washington, DC.

This position is an excellent and unique opportunity to contribute to a high-profile campaign that will have a strong impact on animals' life and the protection of their natural habitats.

The initial contract is offered on a 6-month consultancy basis. Extension after this period is possible. (the campaign is expected to last for approximately two years).

Essential duties and responsibilities

- Develop a media strategy focusing on different stakeholders and work collaboratively with the team in Germany, the EU and the US to ensure cohesive and comprehensive strategies; collectively determining campaign objectives, timelines, and execution.
- Grow and maintain an excellent network of press & media contacts.
- Draft and distribute press releases and announcements.
- Research relevant, often scientific, information and transform into content for target audiences (on-/offline).
- Draft texts for different communication purposes.
- Seek, conceptualize and pitch opportunities to a range of media outlets.
- Manage incoming press inquiries, as well as interview, film, and photo requests.
- Monitor progress, collect media clippings and adjust plans and activities when necessary.
- Realize and plan national and international PR activities.
- Develop innovative concepts and events (on-/offline) for relevant stakeholders, journalists and media outlets.
- Work closely with an intercultural team in the EU and the US.

Education and experience

- Bachelor's degree in communications, PR or another relevant field
- 3+ years of experience in communications operations
- Preferred: press office experience and a relevant database

Necessary knowledge, skills and abilities

- Affinity with the issue.
- Ability to work independently.
- Strong editing skills, with a focus on accuracy, quality and detail.
- Ability to translate complex content into strong messages addressing different target audiences (on-/offline).
- Strong affinity to and proven familiarity with new media and new trends.
- Excellent planning, organizational, and project management skills.
- Proactive mindset.
- Outstanding verbal and written skills in German.
- Fluency in English is required.
- Willing and able to travel.
- Team oriented and experience in working in an international environment.

How to apply

We look forward to receiving your complete application, including text samples, relevant references and CV (in English or German) indicating your notice period and salary expectations before March 8, 2021 to Sylvie Kremerskothen Gleason, Country Director Germany, sgleason@hsi.org

Humane Society International values diversity and welcomes all applications without regard to race, color, religion, sex, age, national origin, sexual orientation, gender identity, disability, marital or parental status.