

# DIRECTOR OF ADVOCACY APPLICANT PACK

Lead the strategy. Influence the law.  
Change the future for animals.



**LEAGUE**  
AGAINST CRUEL SPORTS



# JOIN THE LEAGUE AGAINST CRUEL SPORTS AT A TIME OF RENEWAL AND AMBITION.

With a new Chair, a new CEO and a bold new strategy, we are building on a century of impact to tackle the next generation of challenges facing animals. We are now seeking a Director of Advocacy – a strategic, inspiring leader who can steer our campaigns, public affairs and intelligence work to deliver meaningful and lasting change for animals.



# WELCOME FROM THE CEO

**I'm delighted to invite you to consider joining the League Against Cruel Sports at this pivotal moment in our history.**

Since joining the League, I've been inspired every day by the passion, creativity and commitment of our people. Together with our new Board, we've developed an ambitious strategy to strengthen our campaigning impact, deepen supporter engagement, and ensure the League remains a leading voice for animals.

This is a time of real possibility. We are harnessing data, partnerships and public sentiment to drive systemic change — from reforming outdated laws to challenging new forms of cruelty.

If you share our belief in a kinder, fairer world for animals, this is an extraordinary moment to join us in this incredible opportunity to create significant and long-lasting change for animals and nature.

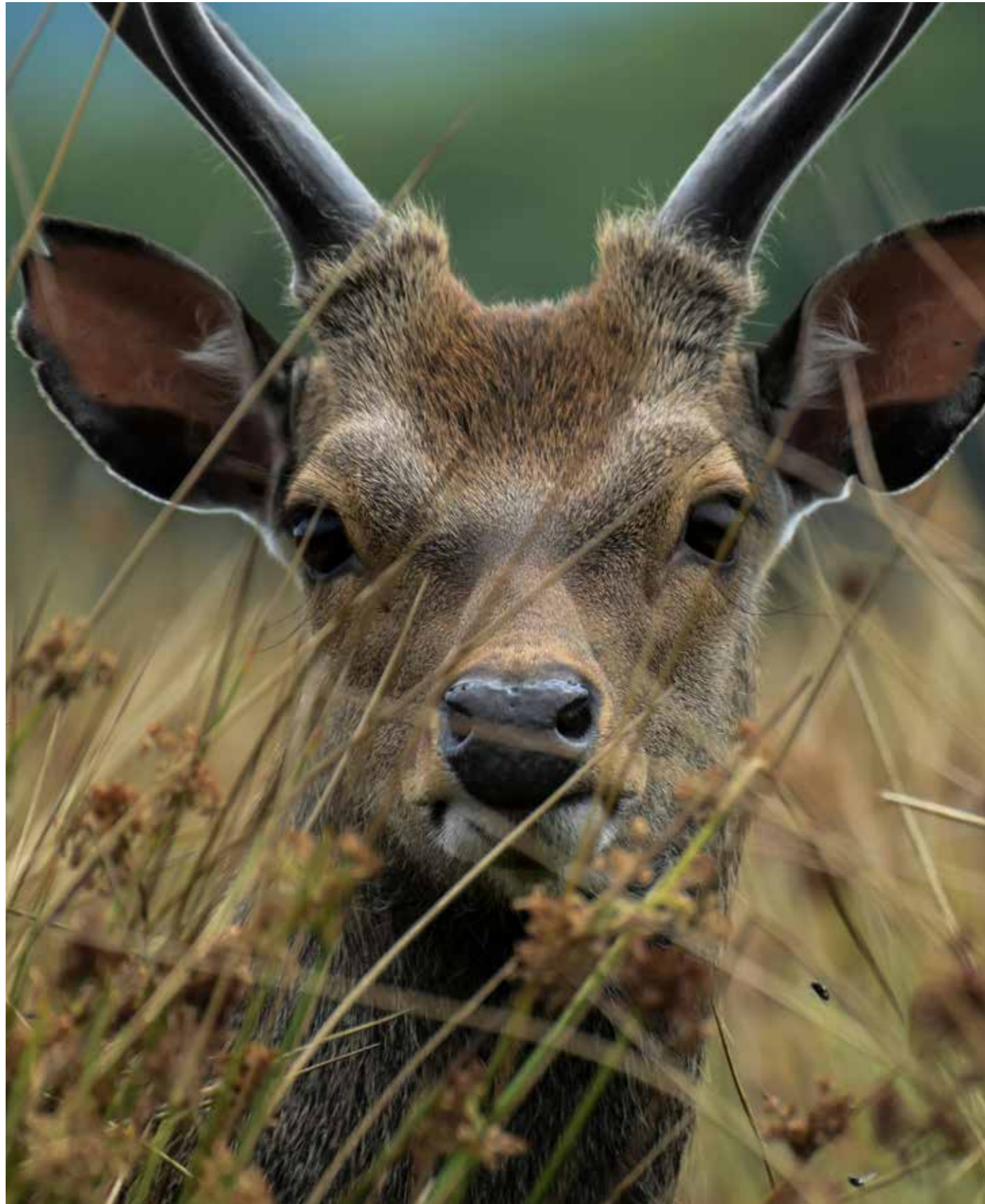
We're looking for someone who can help guide and accelerate this next chapter — bringing expertise, energy and perspective to ensure our work remains bold, evidence-led and compassionate.

*Emma Slawinski*

**Emma Slawinski - CEO**



# OUR STRATEGIC APPROACH



**The problem:** Animals continue to be cruelly harmed through both legal and illegal 'sport'

**Our vision** is of a kinder society where persecuting animals for 'sport' is in the past.

**Our theory** of change is that our vision will be realised when cruelty to animals in the name of 'sport' becomes culturally and legally unacceptable throughout society.

**Our purpose** is to harness the power of those who share our vision to campaign and advocate for legislative and policy changes that protect animals, and to educate, inspire and promote a future without cruel 'sports'.

## Mission:

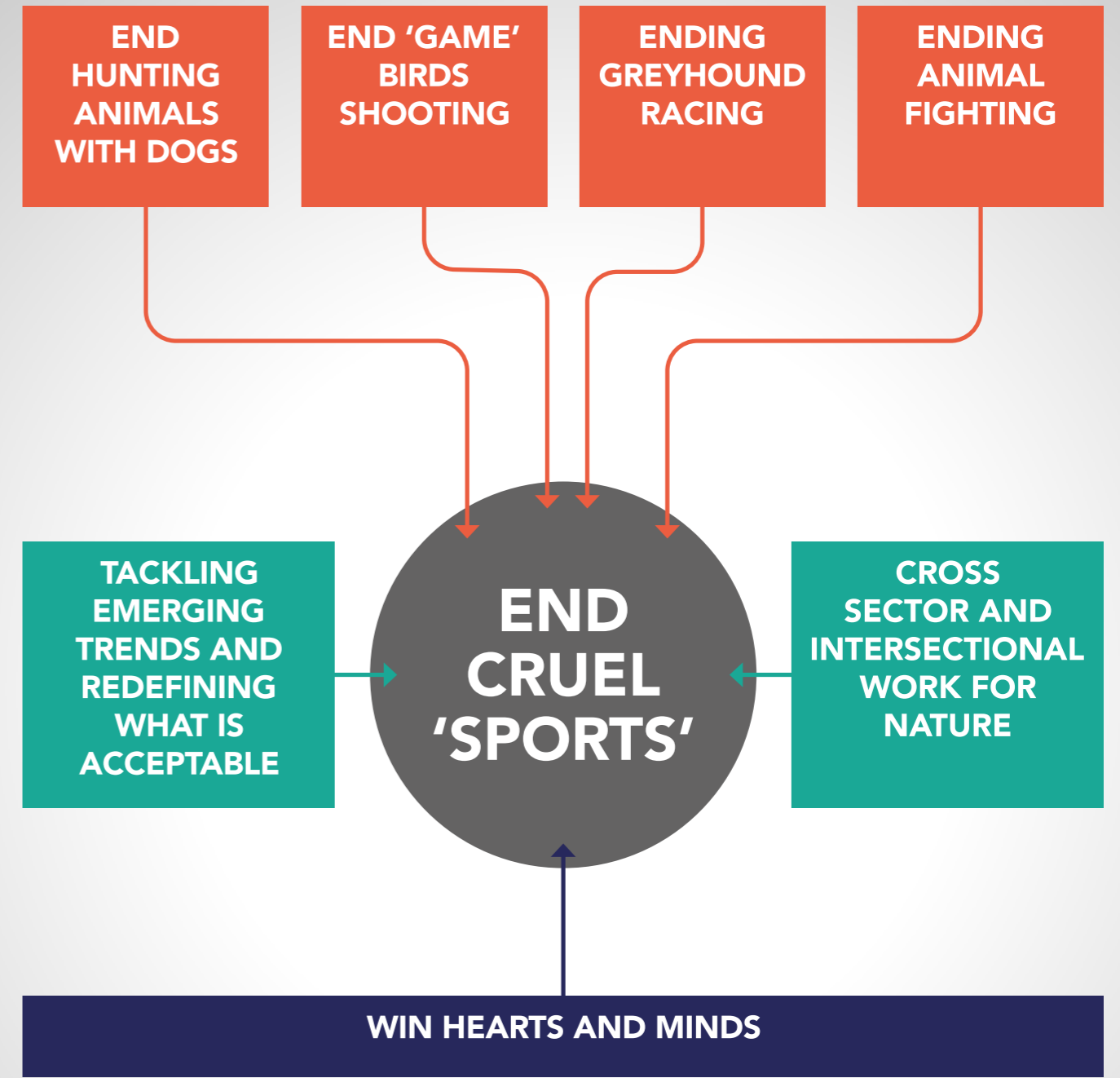
Empowered by knowledge and driven by compassion, we work to redefine what is acceptable so that no animal is persecuted in the name of sport.

We do this by demonstrating our values in everything we do:

Compassion:	Credibility:	Courage:	Collaboration:	Connection:
We are ethical and committed to creating a world that is caring towards animals and people;	We are law abiding, rely on evidence and have years of experience;	We have the confidence to challenge those who believe in killing animals for 'sport';	We unite with others through honesty to achieve a common goal;	We gain power from our connection to nature and each other

Only by living our values can we be that catalyst for change that animals so desperately need.

# OUR PRIORITIES



## KEY

- Core Priorities
- Emerging Priorities
- Enabling Priorities

# WHAT WE DO

Building on a century of impact, the League is evolving its approach to meet the challenges of today's world. From tackling online animal cruelty to shaping progressive legislation and nurturing public empathy, our work remains grounded in compassion and powered by evidence. Our new five-year strategy sets a clear direction for the League: to strengthen protections for animals, mobilise public compassion and deliver real change across the UK. The new strategy has some growth areas, but the outline below captures the core elements of our work to end the persecution of animals for 'sport'.

**Animals are at the heart of everything we do. Here to stop animals from being persecuted in the name of sport, we strive to protect them from the horrific acts of hunting, shooting and animal fighting.**

We know that every action brings us one step closer to ending cruel sports and our passion drives us forward. Together, with our committed supporters, we are working towards bringing about real change for animals across the UK.

As a charity we want to redefine what is acceptable and inspire change. We do this by:

## Campaigning for change

We stand up for those who don't have a voice and demand changes to legislation to protect them. Our hard-hitting campaigns inspire actions.



## Providing our animal crimewatch service

Our supporter-funded confidential service enables the public to report acts of suspected animal cruelty in the name of sport for us to investigate.



## Educating the public and policy makers

Our high-profile work in the media and expert behind-the-scenes lobbying across the devolved nations, ensures we can create awareness of the plight our wildlife faces.



## Providing intelligence to law enforcement

Our in-house intelligence team provides packages for local law enforcement about those suspected of illegal activity to bring them to justice.



## Maintaining wildlife reserves

Our ten wildlife reserves provide a safe haven for animals to roam free from those who persecute them.



## Sharing our research and evidence

We strive to share our knowledge and highlight the plight that hunting, shooting and animal fighting has on our society and landscape.



## Working with schools

Our League of Animals educational resource enables younger generations to be curious about the world around them, from our wildlife to our natural world.



## Working with other animal welfare charities

We work in partnership with others to raise our collective voices and inspire change, such as increasing sentences from six months to five years for those found guilty of animal welfare crimes as part of the Animal Welfare (Sentencing) Act 2021.



# OUR HISTORY

[Watch](#) how the value of compassion has ignited a legacy of change

More about the League (click the icons to view):



An ethical approach to work



Sustainability at the League



Diversity and inclusion



2025 Impact Report



What's it like to work at the League?



Our Current Campaigns



# ROLE DESCRIPTION AND PERSON SPECIFICATION

<b>Position:</b>	Director of Advocacy
<b>Salary:</b>	£67 - 70k plus 8% employer pension contribution
<b>Responsible to:</b>	Chief Executive Officer
<b>Responsible for:</b>	Campaigns Team (England & Wales), Public Affairs (England & Wales), Intelligence Team (Research, Evidence Gathering), <b>Line managing:</b> Head of Campaigns, Head of Intelligence, Head of Public Affairs
<b>Works With:</b>	Senior leadership, supporters, campaigning and animal welfare partners, legal bodies, government and other interested parties
<b>Location:</b>	Hybrid working: home working, office in Godalming as required, plus frequent travel to London and across the UK

## Overview:

The Director of Advocacy will provide strategic leadership to the League's campaigns, public affairs and intelligence functions. The focus of the role is mission delivery - ending cruel 'sports'. This role is predominantly internal facing, overseeing the strategy for political change (with a particular focus on England and Wales). The role leads on planning, coordination and delivery of work across the organisation to influence public opinion and legislation, ensuring alignment with organisational objectives and long-term strategy. The role has a particular hands-on focus on press and broadcast media, developing our strategy for engagement with

different platforms and contributing to our capacity for delivering this work, supporting our Senior Communications Officer.

The role will ensure campaigns and advocacy have impact for animals, and are evidence-based, strategically focused and operationally robust, with clear risk mitigation and oversight. The alignment and collaboration with our fundraising and marketing functions is a key success factor for the role.

This is a high-profile leadership position, responsible for coordinating cross-organisational planning, inspiring teams, and enabling effective campaigns. Most importantly,

it is an opportunity to be at the forefront of the most totemic animal protection issues and make lasting change for animals. It is also an excellent development role for someone with aspirations toward future organisational leadership, and/or an opportunity to hone strategic advocacy skills in an organisation with a long heritage and a new strategy and leadership.

**The League Against Cruel Sports is Britain's leading charity working towards a kinder society where persecuting animals for 'sport' is in the past.**

**Redefining what is acceptable and inspiring change, we were instrumental in helping bring about the landmark Hunting Act 2004. Driven by compassion and empowered by knowledge, we manage sanctuaries to protect wildlife, carry out investigations to expose law-breaking and cruelty to animals, and campaign for stronger animal protection laws and penalties.**

**United, we will end animal cruelty in the name of 'sport'.**



## Purpose of Job:

- Contribute to ending cruel sports
- Provide leadership and oversight of the League's campaigns, public affairs and intelligence teams, teams.
- Ensure advocacy and campaigning are strategically aligned, evidence-informed and impactful, making the best possible use of the funding and contributions that we secure.
- Oversee operational risk management and mitigation across campaigns, public affairs and intelligence activity.
- Develop and implement an external press and broadcast strategy ensuring the League's messages and activities secure significant and positive coverage that supports our strategic aims. Working with the creative teams across the organisation to ensure this work aligns with our other communications channels. At times, directly deliver this work as part of our press office.
- Help achieve the League's objectives to be a best-in-class charity and employer through strong and effective governance, management, planning, systems and programmes, leading organisational planning and cross-team collaboration to optimise resources and delivery.
- Inspire, mentor, and develop teams to deliver highly effective advocacy.
- Support the continued growth, scale and sustainability of our funding, our reputation as a credible, reliable and highly professional animal welfare charity, and our influence as a courageous thought leader.

## Key Responsibilities:

### Strategic Leadership

- Lead the development and implementation of advocacy, campaigns and intelligence strategies.
- Ensure all initiatives are evidence-based, aligned with strategic priorities and operationally robust.
- Drive organisational planning, integrating work across all teams to optimise outcomes and resource use.

### Advocacy & Campaigns

- Oversee the development and delivery of campaigns aimed at changing legislation and improving animal welfare.
- Ensure campaign and public affairs strategies are credible and evidence based.
- Identify opportunities to influence decision-makers and coordinate team activity to maximise impact.
- Provide effective leadership and management of the League's press and broadcast function and public relations, ensuring timely and effective planning, development and targeted delivery.
- Maximise delivery through the PESO model of communications delivery, and ensuring new opportunities are identified and utilised in order to develop greater understanding and support for the League, its charitable objectives, and campaigns.
- Identify key messages and create content that can be used across multiple platforms and multiple teams, both internally and externally as appropriate
- Monitor the political and policy landscape and adapt strategies accordingly.
- Support the CEO strategically on messaging, while the CEO remains the primary external spokesperson.

### Intelligence & Risk Management

- Lead the Intelligence Team to provide timely, accurate and actionable evidence to support campaigns and advocacy.
- Oversee operational risks associated with campaigns, public affairs and communications; develop mitigation strategies and ensure teams comply with governance and legal requirements.
- Ensure risk management is embedded in planning and delivery across teams.

### Team Leadership & Organisational Planning

- Lead, inspire, and mentor all direct reports, promoting a culture of accountability, collaboration and innovation.
- Oversee professional development and performance management across teams.
- Coordinate cross-organisational planning, aligning priorities and optimising resource allocation.

### General Responsibilities

- Uphold and embed the League's values and policies, including health and safety and data protection.
- Promote sustainability and responsible working practices across teams.
- Take an inclusive and collaborative approach to teamwork and stakeholder engagement.
- Undertake any other duties reasonably requested by the CEO.

Skills/Knowledge	Essential	Desirable
<b>Experience and Knowledge</b>	<ul style="list-style-type: none"> <li>• Leadership experience in campaigns, advocacy, media or public affairs (ideally within the charity or campaigning sector).</li> <li>• Proven ability to develop and implement strategic advocacy or policy influence plans.</li> <li>• Experience overseeing multiple teams or disciplines.</li> <li>• Strong understanding of political and legislative processes in England &amp; Wales.</li> <li>• Knowledge of campaigning techniques and how they can effect legislative or social change.</li> <li>• Experience in operational risk management and mitigation in complex campaign/ advocacy contexts.</li> <li>• Experience in strategic organisational planning and cross-team coordination.</li> </ul>	<ul style="list-style-type: none"> <li>• Experience in animal welfare, environmental or social justice advocacy.</li> <li>• Existing 'black book' of political contacts</li> <li>• Strong understanding of the Hunting Act.</li> </ul>

*Continued on the next page*

Skills/Knowledge	Essential
<b>Skills and Competencies</b>	<ul style="list-style-type: none"> <li>• Strong strategic thinking and planning skills.</li> <li>• Ability to inspire, motivate and develop high-performing teams.</li> <li>• Excellent collaboration and influencing skills.</li> <li>• Strong judgment and ability to assess risks and implement mitigation strategies.</li> <li>• Clear communicator, able to convey complex ideas to diverse audiences.</li> <li>• Proficient in MS Office and familiar with digital communication tools.</li> </ul>
<b>Personal Characteristics</b>	<ul style="list-style-type: none"> <li>• Genuine empathy and commitment to animal welfare.</li> <li>• Collaborative, approachable and credible leadership style that can win hearts and minds.</li> <li>• Creative and solution-focused mindset.</li> <li>• Resilient under pressure and adaptable to changing circumstances.</li> <li>• Commitment to organisational values of accountability, openness and diversity.</li> </ul>



# HOW TO APPLY

If you'd like to have an informal conversation about the role, please get in touch and we will be happy to arrange a call with our CEO.

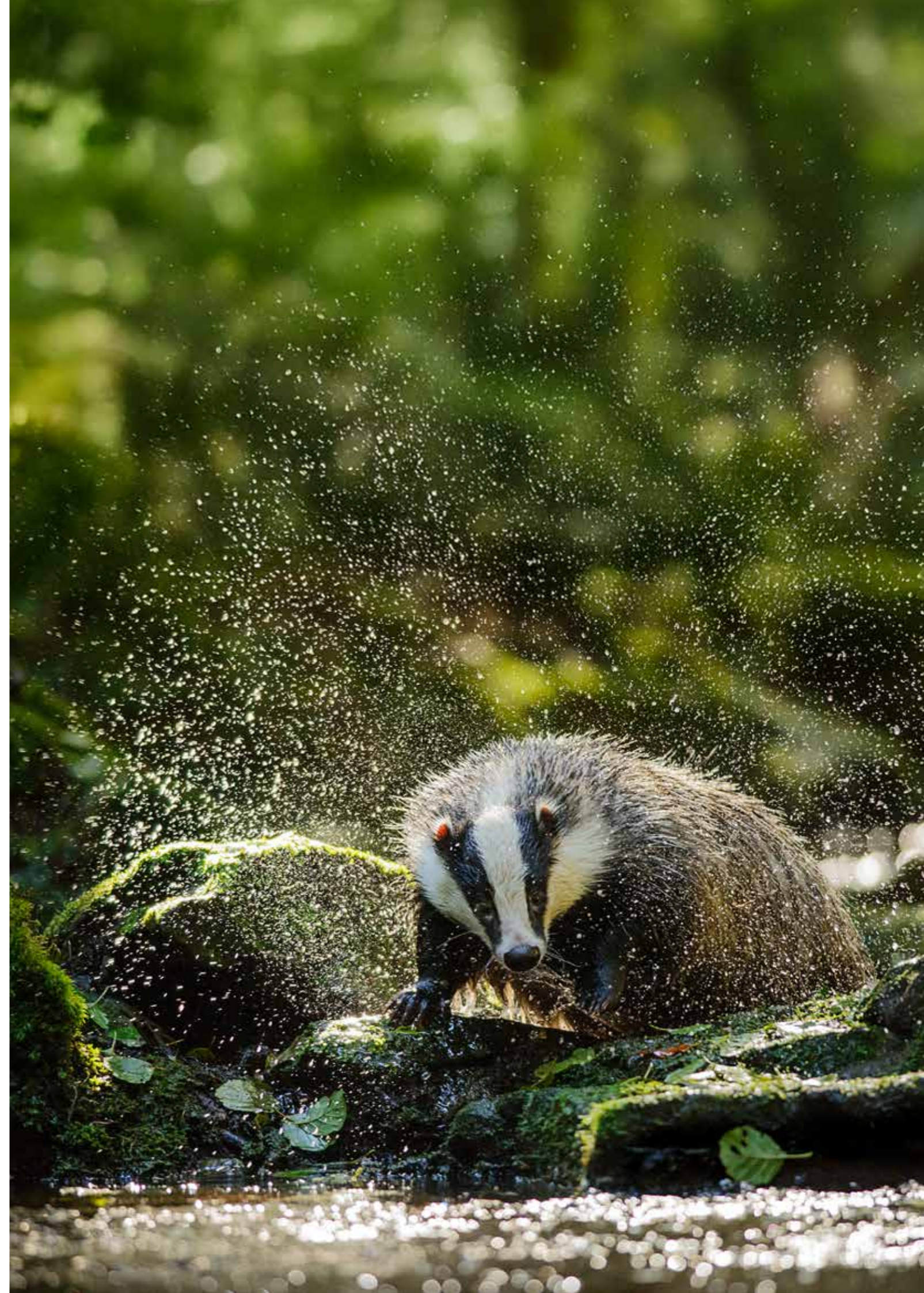
## Deadline for applications:

19 April 2026.

## How to apply:

Please send your CV and covering letter to [people@league.org.uk](mailto:people@league.org.uk).

The interview process will include a 30-minute online introduction to our intelligence unit on **Thursday 23** or **Friday 24 April** and an in-person interview at our Godalming Head Office on **Tuesday 28 April** or **Thursday 30 April**.





**League Against Cruel Sports**

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[www.league.org.uk](http://www.league.org.uk)

The League Against Cruel Sports is a registered charity in England and Wales (no. 1095234) and Scotland (no. SC045533)