

## Job Description

### Campaigns Co-ordinator for Donkey Hide Trade



#### Role Details

**Reports to:** CEO

**Location:** Nairobi (Brooke East Africa)

**Hours:** Part-time

**Salary:** Competitive

**Contract type:** Temporary/initial 6-months renewable

**Closing date:** 30 October 2019



## Our vision and mission

Our vision is of a world in which working horses, donkeys and mules are free from suffering.

Our mission is to transform the lives of vulnerable working horses, donkeys and mules around the world. We relieve their immediate suffering and create lasting change by working with people, communities and organisations.

## About Brooke

Brooke is an international animal welfare charity working to improve the lives of working horses, donkeys, mules and the people who depend on them.

We reach over 2 million working animals across Africa, Asia, Latin America and the Middle East. Our staff include vets, animal welfare experts and advocacy and development specialists.

Our aim is to equip local people with the knowledge and skills to give their horse, donkey or mule a better life.

In East Africa, Brooke works with partner organisations who take leadership to transform the lives of vulnerable working donkeys, horses and mules by relieving their immediate suffering and creating lasting change.

Therefore, Brooke works in various ways;

- With animals – Brooke relieves their suffering through treatment and education, and undertake research to improve their welfare.
- With owners – By working with owners Brooke addresses the most common and severe problems to ensure a healthier future.
- With Health Services – Working with local vets and other service providers to improve the availability and quality of service of working animals.
- With Governments – Brooke advocates for local, national and international institutions to include the welfare of working equine animals in policy and legislation

## Our Values

We are proud to be Brooke. We are resourceful, share new ideas and help each other succeed. Together we make change happen.

## Purpose of Role

The entire population of donkeys in African region is at a risk due to donkey hide trade driven by demand from China. The hides are boiled to produce a gelatine used in Traditional Chinese Medicine. With hundreds of thousands of donkeys slaughtered and exported from Africa each year, there is no doubt that donkey numbers across Africa have been decimated, causing a crisis for animals and people.

In Kenya, and indeed the region, donkeys are important working animals for rural and peri-urban communities who rely on them for transport services and tillage operations. From 2009 census, Kenya had a population of 1.8 million donkeys. However, with the licensing of four slaughter houses in Kenya slaughtering approximately 1000 donkeys per day, has seen theft of donkeys go up as well as smuggling of donkeys from neighbouring countries. Kenya is therefore the epicentre of donkey skin trade, and consequently;

Brooke is calling for a ban on the export of donkey skins and associated products from Kenya and a crackdown on cross border smuggling of donkeys into Kenya for their skins.

## Key Responsibilities and Duties

- A well-defined high level campaign plan and organization that target opinion leaders and policy influencers around advocating for the ban
- Important networks and strategic links to key influencers and decision makers within Governments (Ministries of Livestock, Tourism, Pastoralist, Internal Security, etc and respective governors) formed that can be champions for animals and communities around DHT issue
- Consistent and targeted media actions for increased awareness of donkey hides crisis while at the same time able to raise awareness on the Brooke's position.
- There is a critical mass of strategic advocates and lobby groups (celebrities such as musicians, athletes, etc) to strengthen our voice and links in other sectors/SDGs that are also affected by the trade
- Compelling cases and arguments for the ban built including credible evidence on impact assessment of the trade
- Identification and assessment of any strategic risks including appropriate mitigation measures
- Representation of Brooke EA in key relevant national, regional and international forums

## General

- Follow the Brooke's equal opportunities statement which aims to clarify the value we place on diversity and steps we take to promote equality of opportunity for all.
- Perform such additional tasks as may reasonably be requested from time to time by the Line Manager.
- Adhere at all times to Brooke's policies and procedures

## Person Specification

*The skills, abilities, experience and knowledge outlined below provide a summary of what is required to carry out this job effectively. They also form the selection criteria on which the decision on who to appoint will be made. Please ensure that you show how you meet the criteria outlined below in your application.*

Knowledge and experience		Essential	Desirable
1	Relevant university degree from a recognized university	X	
2	At least 10 years proven professional experience in campaigns, policy influencing and	X	
3	Experience in developing effective relationships with government and sector/ organizational wide representation at senior level.	X	
4	Awareness of continental, regional and country specific animal welfare issues and links to development agenda	X	
5	Excellent oral and written communication skills	X	
6	Strong interpersonal, networking and organizational skills	X	
7	Proven research and evaluation skills	X	
8	Sensitive to social and cultural issues	X	

## Our Competency Framework

Brooke's competency framework translates Brooke vision, mission and values into easily identifiable behaviours that all staff are expected to demonstrate at all times.

Competency	What it means
<b>Self-Management</b>	Taking responsibility for own actions, behaviours and outcomes
<b>Learning</b>	Taking responsibility for own learning and fostering growth and development in others
<b>Relationship Building</b>	Creating and maintaining harmonious and constructive working relationships with others internally and/or externally
<b>Planning and Organising</b>	Ensuring that time and resources are utilised to best effect for the achievement of the Brooke's goals and our mission and that others are committed to agreed courses of action
<b>Effective Decision Making</b>	Making clear, informed and timely decisions that lead to effective outcomes in line with the Brooke's mission
<b>Change and Improvement</b>	Seeking out and developing new ideas and approaches, responding positively and constructively to change and fostering a culture of continuous improvement
<b>Collaboration and Cooperation</b>	Working respectfully, effectively and collaboratively with others in your team, across the organisation and externally to deliver effective outcomes
<b>Communication &amp; Influence</b>	Communicating clearly, concisely and compellingly in a manner that is appropriate to the audience. Engaging respectfully with others both internally and/or externally to persuade them to adopt courses of action that are in the best interests of the organisation and the animals

If you wish to get in touch with us, please contact [BrookeEA@thebrookeeastfrica.org](mailto:BrookeEA@thebrookeeastfrica.org)