

Head of External Affairs

Ref: PD2203

Brooke's work across Africa, Asia and Latin America transforms the lives of animals and people in the communities we serve. With a new global strategy and ambitious plans for growth, the role will deliver impactful campaigns for working equines by extending our reach and influence through inspiring advocacy and strategic engagement, as well as engaging with major international bodies and directly supporting Advocacy and Campaigning at our Country Programme level.

Role details

- Reports to:** Director of Programmes
- Responsible for:** Senior External Affairs Advisor, UN, Global External Affairs Advisor (Campaigns), Global External Affairs Advisor (Policy), Action for Animal Health Senior Coordinator (FTC)
- Location:** Flexible, weekly travel to Central London and some overseas travel
- Hours:** Full time, 35 hours per week
- Salary:** £60,000 per annum
- Contract type:** Permanent
- Closing date:** 7th June 2022



Who we are



About Brooke

In 1934, Dorothy Brooke set up a hospital for ex-warhorses in Cairo. Fast forward 88 years, and many dedicated personnel later, we are now the leading global welfare charity for working equines throughout Asia, Africa and Latin America.

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

Our mission is to achieve immediate and lasting change to the lives of working horses, donkeys and mules and the communities that depend on them.

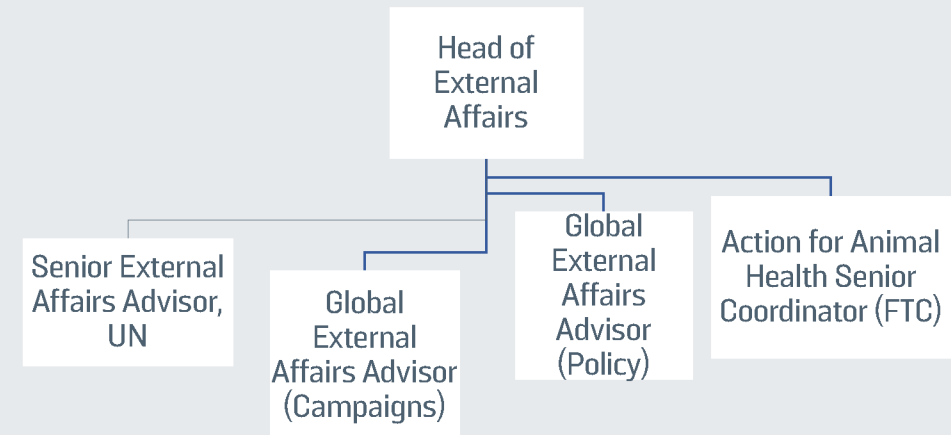
Being part of Brooke's team

Working at Brooke means joining a highly skilled, knowledgeable and dedicated team, together pursuing the goal of global compassion and healthcare for working horses, donkeys and mules.

Around 600 million people rely on these animals to put food on their tables, send their children to school and build better futures for themselves and their families. But people's poverty impacts on the care their animals receive.

We work with animal owners, animal health systems, communities, service providers, governments and international organisations to make long-lasting improvements to the lives of animals and their owners.

Department structure and position of the role



Our values

We are proud to be Brooke. We are resourceful, share new ideas and help each other succeed.

Together we make change happen

Requirements



Key Responsibilities and Duties

1. Technical External Affairs oversight

Lead the development and execution of Brooke's influencing strategy, in partnership with the country / regional offices, the Communications Team and the Supporter Engagement Team, with a focus on key institutions, government leaders, other NGOs, and gatekeepers. The role will coordinate internally between teams to ensure accountability, strategic alignment, and results.

As a primary external ambassador of the organization, represent Brooke to key external constituencies. This includes both formal and informal presentations such as making speeches, and attending conferences and other meetings as necessary.

- Build and manage partnerships and alliances. This includes co-chairing the [ICWE](#) coalition with the Animal Health team. Chairing rotates between members every 12 months and currently sits with Brooke.
- Share and leverage evidence, deploy strategic communications, speak and publish across influential platforms (opinion pieces, articles, blogs)
- Leading the development of all major campaigns at Brooke collaborating with Fundraising and Communications on any public mobilisation
- Manage high-profile engagements on working animal welfare policy at the global level, including influencing agendas to raise awareness about the importance of working equids, animal health programs and animal health system strengthening
- Track and analyse key global policy developments and trends relevant to working equids
- Collaborate with other Heads of Departments to ensure strategic alignment and identify cross-cutting initiatives and opportunities.

Purpose of the role

The Head of External Affairs is a seasoned development professional and leader in the influencing space with demonstrable experience of delivering impact through strategic engagement from national to global institutional level and a track record of underpinning this engagement through evidence. It is a wide and demanding portfolio as we seek to have high impact on working equines, through extending our reach and influence. The post holder will provide strategic direction and mentoring to the experienced UK External Affairs team, supporting them in their development whilst also supporting the organisation as a Head within the Programme Directorate and wider UK leadership team. This role involves being across numerous issues and processes at the same time, whilst keeping an overview of Brooke's influencing work. The post holder will also be expected to advise the wider Senior Leadership team on EA initiatives.

[Our Global External Affairs Work | Brooke \(\[thebrooke.org\]\(https://thebrooke.org\)\)](#)

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.

Requirements



Key Responsibilities and Duties

2. Leadership of high performing team

Line-Management of the UK External Affairs Team and matrix support across Brooke Country Programme staff with their influencing efforts

- Develop and lead whole team plans and draw from it individual plans for performance management and accountability to the rest of the Programmes Directorate team.
- Identify and provide capacity development of the team as necessary through mentoring, targeted training and other opportunities.
- Foster collaboration and build a spirited team that is link across Brooke in recognition of co-dependencies especially across agreed departmental outcomes

3. Excellent communication and representation of Brooke's programme work as a key leader of the organisation

- On a chairing rotation, lead and contribute to the Heads of Department group at Brooke, which forms part of the UK leadership team, managing joint approaches and projects.
- Share responsibility with the Directorate Co-Head (Global Animal Health, Welfare and Community Development) in deputising for the Director of Programmes as required, including leading Programmes meetings and related follow up.
- Contribute to organisational and strategic planning and policy development including cross organisational initiatives that look for innovative ways to improve the organisation
- Communicate progress and learning to the Senior Leadership, International Senior Leadership Team and the Board of Trustees including on grant portfolios and performance against plans
- Represent our work to supporters, influencers and other stakeholders
- Work closely with the research team and in collaboration with Performance and Evaluation promote Brooke's wider evidence agenda and data

4. Support the delivery of Quality Programmes Supporting the Director of Programmes and when necessary deputising for him / her.

- Develop and have responsibility for the External Affairs budget against operational plans, develop forecasts and budget management
- Lead on MEAL and evaluative approaches for External Affairs and the Programmes Directorate, developing indicators and frameworks that support the monitoring of impact
- Reporting on collective performance through quarterly reports, whole organisation quarterly presentations and representation in international senior leadership forums

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.

	Description	Essential	Desirable
1	Senior Leadership and management in an international external affairs context	X	
2	Proven practical knowledge and experience of engaging with strategic policy makers from national to Global Institutional level.	X	
3	Proven ability in developing and implementing influencing strategies and operational plans	X	
4	Experience of working in partnerships and developing and / or leading consortia approaches	X	
5	Proven practical knowledge of effective PCM, donor funded projects and MEAL models		X
6	Strong interest in animal welfare and wider agendas		X
7	Working knowledge of one or more of Brooke's programme languages		X
8	Excellent written and spoken English; strong communication and presentation skills.	X	
9	Ability to inspire others to improve their performance through reflective learning and communication	X	
10	Excellent proven networking and representational skills	X	

	Description	Essential	Desirable
11	Ability to work and travel independently and flexibly	X	
12	IT, and social media literate.	X	
13	Flexibility and willingness to work overseas for short periods of time	X	

Further information

Managing self and others

Brooke aspires to be a thriving organisation where we strive both personally and professionally for both ourselves and those around us. Managing Self and Others is one of the frameworks we use to ensure we create a great place to work where we can all succeed

Self Awareness	Social Awareness
<ul style="list-style-type: none">▪ Self-assessment▪ Emotional self-reflection▪ Self confidence	<ul style="list-style-type: none">▪ Empathy▪ Organisational awareness – being aware what is going on▪ Helping others
Self Management	Relationship Management
<ul style="list-style-type: none">▪ Self control▪ Taking initiative▪ Adapt and change▪ Success oriented	<ul style="list-style-type: none">▪ Team work and collaboration▪ Inspiring others▪ Building bonds with others▪ Developing others

Employee benefits:

For information about the competitive employee benefits available to you as one of our team, visit:

www.thebrooke.org/about-brooke/jobs/employee-benefits

