



LEAGUE
AGAINST CRUEL SPORTS

Our vision: a kinder society where persecuting animals for sport is a thing of the past

Head of Marketing

£42-48k per annum

As our Head of Marketing, you will drive the League's brand marketing and digital work. You will provide leadership for our Digital and Brand & Creative teams, overseeing our development of marketing collateral including our website, social media, and printed materials. You also manage brand and marketing projects and activities, including the tracking of audience insights and the development of our target audience profiles, and you will be responsible for the League's ambassador programme.

In this role, you will play a key role in ensuring that our campaigns, communications and fundraising activity are aligned, effective and rooted in strong audience insight. You will also deputise for our Director of Fundraising and Marketing as required.

Your impact:

- Provide day-to-day leadership for the League's Marketing teams
- Manage the development and use of our key target audience profiles.
- Manage the League's Ambassador programme, of celebrity supporters and high-profile influencers.
- Oversee brand guardianship across all channels
- Manage our brand guidelines including visual and verbal identity, to drive consistency throughout the League.

Must-have skills, education & experience:

- Previous experience in Marketing Manager or Brand Manager role
- A strong understanding of strategic marketing management
- Excellent written and verbal communication skills
- Proven experience of managing marketing projects
- Experience of digital marketing, including SEO and social media.



League culture

What do we do?

Animals are at the heart of everything we do. We strive to protect animals from being persecuted in the name of 'sport.'

We campaign for change

Standing up for those who don't have a voice, our hard-hitting campaigns inspire action and demand changes to legislation to protect them.

We educate

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.

We provide intelligence to law enforcement

Our animal crimewatch gathers reports of suspected animal cruelty for us to investigate. Our in-house intelligence team provides packages for local law enforcement about those suspected of illegal activity to bring them to justice.

We safeguard the natural environment across our wildlife reserves

Our ten wildlife reserves provide a safe haven for animals to roam free from persecution. Our reserves allow space for wildlife to flourish with minimal intervention and after just a few years this has already seen positive environmental results.

Who are we?



What's it like to work at the League?

[Hear from the Senior Management Team](#)

[What do staff enjoy about their work?](#)

[What are the biggest challenges?](#)

[How does the team feel about the League as an employer?](#)

Why join us?

In addition to the opportunity to impact real change for animals, we have:

- Great [benefits](#)
- A strong commitment to [learning and development](#)
- An ethical approach to [sustainability, diversity and inclusion](#), and [business practices](#)

More about the role

Ready to make a real difference? Don't wait – apply now!

Next steps

Work with us to stop animal cruelty in the name of sport, apply now by sending your CV to people@league.org.uk. Together, we can redefine what is acceptable and create a better world for animals.