

FOR A FUTURE
WHERE ANIMALS
RESPECTED
PROTECTED

THE ANIMAL LAW
FOUNDATION
Better Legal Framework

OUR CULTURE



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OUR MISSION

Animal Equality is an international organization working with society, governments, and companies to end cruelty to farmed animals.



OUR VISION

A world without animal suffering. Where all animals are respected and protected.



OUR VALUES

As an animal protection organization, we are guided by compassion, determination, and effectiveness.

Using these values to launch innovative projects and strategic campaigns, we work to expose and abolish the cruel practices of the animal agriculture industry.

OUR FOUNDING PRINCIPLES

1

Animal Equality is an animal rights organization focused solely on its mission, which is animals. The protection of animals is the center of the organization's decision-making. Within this area, Animal Equality's work is directed towards protecting animals raised and killed for food.

2

Animal Equality does not support any form of animal exploitation or use. Animal Equality does not promote the consumption of animal products nor endorse any animal welfare label.

3

Animal Equality is a non-ideological, non-partisan organization that is not associated with any particular religious, economic, or political system.

4

Animal Equality is guided by science, evidence, and reason in strategies, objectives, and arguments. We seek to find and implement the best methods to help as many animals as possible. We pursue research-based and highly effective interventions.

5

Animal Equality is a global multicultural organization that believes that everyone should be treated with respect and that a diversity of ideas and viewpoints, based on reason, should be cultivated and makes us stronger.

6

Animal Equality believes humans and nonhumans deserve equal consideration, should be free from discrimination, protected from harm, and granted legal protections.



OUR IDENTITY

Since its foundation, Animal Equality has had a unique and distinctive identity that it has carried through the years and has been at the center of every program the organization has carried out.

Along with our mission, vision, founding principles, and values, these identity frameworks are the core of what Animal Equality is.

▶ We are pragmatic animal rights advocates

Animal Equality believes that animals are our moral equals. However, we understand that we need to be practical and develop strategies to accomplish our mission.

▶ We are global first

Animal Equality is a worldwide organization with offices in eight countries; every office and advocate thinks about the organization's benefits internationally.

▶ We are advocates who do what is needed

Animal Equality advocates carry out groundbreaking campaigns, investigations, and protests. We also meet with politicians, visit parliaments, and negotiate with authorities and companies.

▶ We are professional advocates

Animal Equality advocates continue to build their skills to be the best advocates in the best organization possible.

▶ Investigations are at the core

Animal Equality has been doing investigations since its foundation, and investigations are a central part of the kind of organization Animal Equality is.

▶ We grow in adversity

Starting with no resources, faced with arrests, billion-dollar industries, and the suffering of countless animals, rather than deterring us, it has made Animal Equality stronger. This mentality continues to carry us into the future.

OUR CULTURE

Animal Equality's culture fosters accountability and empowerment for all employees regardless of seniority!



OUR MISSION CULTURE STATEMENT IS AS FOLLOWS:

Animal Equality will continuously work towards a **culture of Accountability and Empowerment**, where constructive and targeted feedback is given consistently and where empowerment results in **better outcomes for animals**. We value integrity and ownership; we develop staff's grit and balance organizational and team needs.

The following cultural principles will be followed by the organization:

1. Animal Equality's culture will be centered around the organization's **mission, history, identity**, and team traits.
2. Animal Equality will hire the best people possible ensuring they are **aligned with the organization's traits**.
3. Animal Equality will reinforce its vision, mission, values, history, foundational principles, identity, and cultural principles during **onboarding**.
4. Animal Equality will **focus on developing** its people based on the needs of the organization and where our team can make the biggest contribution.
5. Animal Equality will **promote** based on the organization's needs after a thorough analysis and not based on time working at the organization.



6. Animal Equality will foster their **grit and ownership**.
7. Animal Equality will promote an anti-fragility approach through **adequate feedback**.
8. Animal Equality will build the **management skills** of our team members before being promoted to managers or directors.
9. Animal Equality will normalize departures and announce them **focusing on the positive** impact the employee had and will have on the organization. Many employees are still supporting Animal Equality as consultants despite having left their position. We will not speak poorly of former employees regardless of the reasons for their termination/leave.
10. Animal Equality will put its best people on the biggest projects to **maximize the impact for animals** and develop future leaders.



OUR TRAITS

The traits expected of every Animal Equality colleague are:



GOT GRIT!

You adapt and are flexible in a changing environment, while maintaining effectiveness, efficiency and grace. You persevere, overcoming difficulties in order to achieve your objectives. You push forward in the face of adversity, improving after each challenge and becoming ever-more capable, secure and self-reliant.



DILIGENT

You recognise the importance of your role within the wider organisation and the part you play in sparing animals from suffering. You take your work seriously, showing a conscientious attitude and a can-do spirit.



FLEXIBLE AND PATIENT

You show patience and take a calm, considered approach. You identify when you have to adapt to new scenarios and varying conditions. You are quick to try new tactics and methods and change strategy to ensure the greatest impact for animals.



TEAM PLAYER

You strive to establish and maintain positive working relationships. You collaborate effectively and cooperatively with fellow colleagues across multiple countries, working as part of team of international co-workers. You are proud to contribute to the success of the wider global organisation.



SHOW OWNERSHIP AND PRIDE OVER YOUR WORK

You take ownership at all times, acting with a high sense of responsibility and pride in your outcomes. You strive to meet your objectives, producing high-quality work. You recognise that you can't control all external factors, and so take a proactive, problem-solving and solutions-focused approach.



INTEGRITY

You align your behaviour with the values of the organisation, following Animal Equality's Standards of Conduct and embracing honest and meaningful relationships with co-workers, donors and stakeholders. You help to ensure the workplace is one built on colleague trust and confidence. You value transparency and you share relevant information and feedback with others.



CREATIVE FLAIR!

With your key objectives in mind, you dare to be bold, showing creativity and innovation in your work.

You are resourceful in your approach and you think outside of the box, producing interesting results that enable Animal Equality to reach new heights.



PROFESSIONALISM

You are professional and respectful towards others at all times, remaining considerate of their privacy and physical space. You value a workplace that is supportive and respectful, interacting with compassion and composure. You demonstrate positive behaviour and rational problem-solving in all instances.



GROWTH MINDSET

You think globally wherever you can, asking yourself: "how is my work connected to the international organisation and how can others benefit from it?" You value your personal and professional development, supporting Animal Equality's growth culture by fostering innovation and creativity. You make the most of opportunities offered to you for international and inter-departmental collaboration.

MANAGER

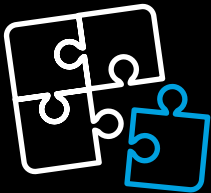
“ It is someone who has decision-making capacity and responsibility. For example, it may be the ability to decide the allocation of a budget assigned to a project, and analyze some strategy. It may (or may not) also manage people as the director’s delegate under the framework of decisions that the leadership approves and indicates. Finally, it is someone who promotes by example the culture of the organization, compliance with protocols, and processes identifying improvements. ”



OUR IDENTITY

Managers in Animal Equality have an essentially strategic mission to understand that their responsibility lies in the capacity to offer the expected results from the resources they have and the team assigned to them.

They will actively promote the culture of empowerment and accountability of the organization and the traits of the staff.



GENERAL RESPONSIBILITIES

- ▶ **Represent the staff traits** and will actively promote the culture of the organization. (Culture mission: Maintain a culture of excellence, grit, and accountability where employees are empowered to do their best work.)
- ▶ **Have a broad vision** to identify the needs of the organization/department or project, as appropriate.
- ▶ **Proactively suggest improvements** for approval by higher levels of management (Executive Director, International Directors or President and Vice Presidents).
- ▶ **Represent the organization** to discuss or collaborate on other Departments when assigned by the Executive or International Directors.
- ▶ On assignment, **oversees the budget** of the Projects Department.
- ▶ In the case of personnel management, **will supervise team members**, being directly responsible for performance evaluation and feedback.

SPECIFICS RESPONSIBILITIES

- ▶▶ **Collaborate with other managers** in the implementation of their department or country plans following the strategic plan.
- ▶▶ **Comply with all protocols**, programs, inventories, etcetera.
- ▶▶ **Manage junior staff**, as appropriate.
- ▶▶ **Provide support** and empowerment to the team.
- ▶▶ **Create and maintain a positive work environment** that attracts, retains, and cultivates staff.
- ▶▶ **Comply with all laws** and regulations.
- ▶▶ **Allocate resources** when requested by the Executive or International Director.
- ▶▶ **Create budgets** for programs and campaigns.
- ▶▶ **Ensure the implementation of the overall image and communication** of the organization in their department.
- ▶▶ **Represent the organization** when necessary.
- ▶▶ **Maintain appropriate communication** with Executive Directors or International Department Directors and staff members to achieve objectives.
- ▶▶ **Implement new programs** when assigned.
- ▶▶ **Create and oversee any projects** required by the Directors.
- ▶▶ **Ability to execute any assigned project.**
- ▶▶ **Train and learn new things** that benefit the organization and your professional skills and knowledge.
- ▶▶ **Coordinate, manage, supervise, monitor, evaluate and improve** the organization's projects.
- ▶▶ **Oversee projects from start to finish**, including planning, managing the budget, determining and assigning key deliverables, allocating resources, setting timelines, and ensuring deadlines are met, as needed.

- ▶ **Work with the Vice President, Executive Directors, International Directors,** and department managers to plan and coordinate international projects.
- ▶ **Liaise with other departments** as needed.
- ▶ **Structure projects** and creates efficient processes as needed.
- ▶ **Lead and manage project teams and resources,** ensuring key milestones are met, ensuring project scope, budget, and schedule are met, and maintained every step of the way.
- ▶ **Lead, manage and document regular project team meetings,** encouraging and facilitating collaboration.
- ▶ **Assess and communicate risk and impact** on projects.
- ▶ **Prepare and present formal reports** to communicate project summaries to project stakeholders effectively.



ALL POSITIONS AT THE MANAGER LEVEL IN ANIMAL EQUALITY MUST DEMONSTRATE THE FOLLOWING:

- ▶ Successful experience in developing, leading, and managing multiple projects and implementing strategic program objectives for more than three years.
- ▶ Excellent organizational skills and attention to detail.
- ▶ Strong written and verbal communication skills.
- ▶ Strong analytical and research skills.
- ▶ Good interpersonal communication skills.
- ▶ Ability to prioritize and multi-task in a fast-paced environment.
- ▶ Ability to work independently and as a member of a team.



- ▶ Successful experience in developing, leading, and managing multiple projects and implementing strategic program objectives.
- ▶ Demonstrated ability to work well under pressure and meet deadlines.
- ▶ Highly effective organizational and interpersonal skills.
- ▶ Highly motivated and problem-solving skills.
- ▶ Ability to maintain confidentiality.
- ▶ Commitment to organizational goals and high ability to professionally advocate for Animal Equality's positions.
- ▶ Professional appearance and lead a vegan lifestyle.





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