



## Terms of reference - Public affairs consultant – Germany

### 1. BACKGROUND

Humane World for Animals Europe is a leading animal protection organization dedicated to tackling the root causes of animal cruelty by shifting human behavior and advocating for policy change and public awareness, making change at scale. Through stronger legal protections, ethical alternatives, rescue missions and more compassionate, sustainable systems, we work to **advance the welfare of farm animals, protect wild animals, save animals exploited in experiments, advance the lives of street animals and support companion animals in crisis and during disasters.**

Across Germany and the EU, we collaborate with governments, institutions, and civil society to drive meaningful legislative and policy change that creates a better world for animals and the people who care about them.

To strengthen our advocacy and lobbying capacity in Germany and the European Union, we are seeking an experienced **public affairs consultant** to support our policy engagement and advance our mission through targeted political and institutional networking.

### 2. PURPOSE OF THE ASSIGNMENT

The purpose of this consultancy is to enhance Humane World for Animal's influence and effectiveness in advancing animal protection policy at the **German** and **EU** levels. The consultant will support in building and maintaining relationships with relevant political stakeholders, provide strategic intelligence and policy advice, and support the development and implementation of lobbying strategies aligned with the organization's goals.

### 3. SCOPE OF WORK

Under the supervision of the country director at Humane World of Animals Germany and in close cooperation with the director of public affairs at Humane World of Animals Europe, the consultant will undertake the following tasks:

- Develop and implement lobbying and advocacy strategies for key animal welfare issues.
- Build and maintain constructive relationships with decision-makers in government, ministries, parliaments, EU institutions, and other relevant stakeholders.
- Monitor political and policy developments relevant to animal welfare at both the national and EU levels.



- Provide timely political intelligence, analysis, and strategic recommendations to Humane World of Animals leadership.
- Represent the organization in meetings, events, and consultations with policymakers, alliances, and partner organizations.
- Support the preparation of advocacy materials, briefings, and position papers.
- Contribute to coalition-building and joint advocacy initiatives with partner organizations and networks.
- Advise on public affairs messaging and engagement approaches to strengthen Humane World for Animal's visibility and credibility.

#### 4. DELIVERABLES

The consultant is expected to deliver the following outputs:

1. **Stakeholder mapping:**  
A comprehensive and regularly updated mapping of key stakeholders in Germany and the EU related to Humane World for Animal's animal welfare priorities.
2. **Quarterly political and policy updates:**  
Summaries of relevant political developments, opportunities, and risks.
3. **Strategic briefings and recommendations:**  
Tailored advice on engagement opportunities, messaging, and outreach timing.
4. **Event and meeting support:**  
Assistance in organizing policy events, roundtables, and stakeholder meetings, including participant outreach and follow-up.
5. **Meeting and advocacy reports:**  
Summaries of meetings held, outcomes achieved, and follow-up actions.
6. **Advocacy contributions:**  
Input into policy papers, joint statements, and other advocacy materials as needed.

#### 5. DURATION AND LEVEL OF EFFORT

- **Start date:** As soon as possible
- **Duration:** From start date through **June 2026** (potential extension to December 2026)
- **Level of effort:** Approximately **15–20 hours per week**

#### 6. LOCATION

The consultancy will be based preferably in **Berlin, Germany**, with periodic travel within Germany, Brussels, and other EU locations as required.



## 7. SUPERVISION & COORDINATION

The consultant will report to the **country director in Germany** and coordinate closely with the **senior director of public affairs in Europe**, as well as the wider policy and campaigns teams at the national and EU levels.

## 8. QUALIFICATION AND EXPERIENCE

- Minimum of 5 years of professional experience in lobbying, public affairs, or political consultancy.
- Strong understanding of German and EU political systems, institutions, and legislative processes.
- Established network of political contacts in Germany and/or EU institutions.
- Excellent written and verbal communication, negotiation, and interpersonal skills.
- Strategic thinker with the ability to translate policy objectives into actionable advocacy.
- Native German speaker with fluency in English; other European languages are an asset.
- Demonstrated commitment to animal welfare and sustainability values.

Interested consultants are invited to submit the following documents to the country director in Germany, Sylvie Kremerskothen Gleason, [sgleason@humaneworld.org](mailto:sgleason@humaneworld.org), by January 5<sup>th</sup>, 2026:

- A **CV** outlining relevant experience and qualifications.
- A **brief cover letter** in English (max. one page) describing motivation and suitability for the role.
- A **financial proposal** indicating the proposed daily or monthly rate.

## DIVERSITY & INCLUSION

Humane World for Animals is committed to creating a diverse, inclusive, and equitable working environment. We warmly welcome applications for this consultancy from all qualified individuals - regardless of their ethnic background, gender identity, age, sexual orientation, disability status, religion, or life experience. We believe that diverse perspectives strengthen our work and help us better achieve our mission of compassion for all living beings.