



Job Announcement



Program Manager, Supporter Acquisition

- Location:** Germany, Belgium,
The Netherlands, Poland, or Romania.
- Location type:** Remote/Hybrid
- Reporting to:** Individual Giving Director, Europe
- Annual salary:** The gross remuneration for this role will be from €50,000 to €70,000 EUR (depending on country of residence and experience level).
- Contract type:** Permanent
- Working hours:** Full-time
- Candidate level:** Manager
- Closing date:** Monday 16th March 2026, 9:00 am CET

Background

We are Humane World for Animals, formerly called the Humane Society of the United States and Humane Society International. Since 1954, we have worked to create a more humane society for animals. Working side by side as the Humane Society of the United States and Humane Society International, we have helped to pass thousands of landmark laws, rescued hundreds of thousands of animals, and cared for and protected millions more.

In 2025, to convey our mission and make sure that everyone understands who we are and the bold work that we do, our organisations are standing together under a new shared name: Humane World for Animals.

We are dedicated to changing the world for animals. We drive change with human action. We help people, communities, governments, and corporations shift behaviour, providing the

right support and advocating for policy change to stem the root causes of suffering and cruelty.

Purpose of role

As the Acquisition Lead for the EU Market, you will spearhead the strategy, planning, and execution of supporter acquisition campaigns across multiple European countries. You will be responsible for driving growth in individual giving through innovative, data-driven, and multi-channel approaches. This role requires a strategic thinker with hands-on experience in digital and direct marketing, agency management, and cross-team collaboration.

Primary responsibilities

- Develop and implement a comprehensive EU supporter acquisition strategy aligned with global fundraising goals.
- Deputise for the regional Individual Giving Lead as and when required.
- Produce insight-driven reports to inform future investment and strategy.
- Lead forecasting, budgeting, and ROI modelling for acquisition activities.
- Define KPIs and deliver regular performance reports and insights.
- Collaborate with global and regional teams to ensure integrated campaign planning.
- Lead end-to-end execution of acquisition campaigns across various channels.
- Oversee creative development, content production, and campaign optimisation.
- Manage relationships with external agencies and vendors, ensuring high-quality delivery and compliance.
- Work alongside the Retention Lead to monitor donor journeys, focusing on early retention and conversion strategies.
- Maintain compliance with relevant EU regulations across the acquisition channel.

Profile

Humane World for Animals works towards a world filled with respect, empathy and understanding for animals and believes in the same values for people: we strongly encourage candidates from diverse backgrounds and lived experiences to apply as we welcome everyone who wants to support our mission.

Experience

- University degree or equivalent work experience required.
- A minimum of five years of proven experience in leading acquisition campaigns across multiple channels and markets.

Qualifications

- Strong knowledge of leading digital marketing, direct response, and donor engagement strategies.
- Experience in leading teams (desirable).
- Excellent project management and stakeholder coordination skills.
- Proficiency in CRM systems and data analysis tools.
- Knowledge of EU fundraising regulations and compliance standards.

- Fluent in English; additional European languages are a plus.
- Strong experience in managing income and expenditure budgets.
- Strong experience with managing suppliers and agencies to ensure cost effective spending.
- Strong ability to interpret data to improve performance.
- Ability to operate under pressure and meet tight deadlines.
- An understanding of and commitment to animal protection issues (desirable).

Terms and conditions

You need to already have the right to work and live in the country where you are applying from.

To apply for the post

To apply for this role, please submit your CV/resume along with a cover letter that describes your interest in the position and demonstrates how your experience aligns with the requirements outlined in this announcement. Please click [here](#) to begin your application.

If you have any questions about the role or organisation and would like an informal chat ahead of submitting a formal application, please reach out to Shoshana Grammer at **shoshana@upsallinternational.com**. To note: in order to keep your application safe and ensure your data is GDPR compliant, applications will not be accepted via email.

- **The deadline for applications is Monday 16th March, 9:00 am CET** •

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