

## Program 1 achievements

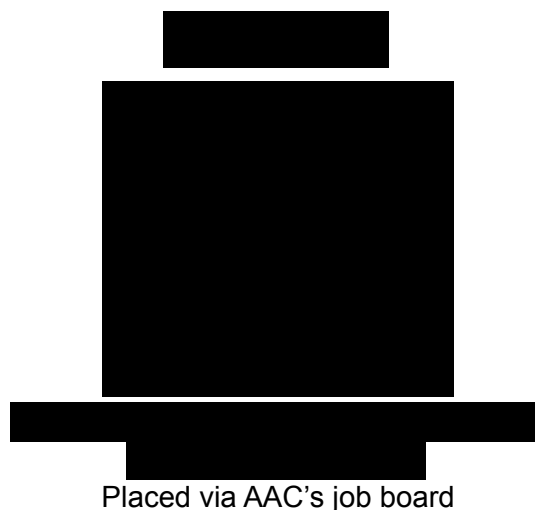
Please upload a single document outlining the achievements of this program in the past 18 months (i.e., 2021 and the first six months of 2022). Refer to [these guidelines](#) for reporting program achievements.

We now have thousands of people visiting our job board each month and have tracked about 14,000 link clicks between August 2021 and April 2022. We've heard of 8 people who have found their roles through our job board from 2021 to mid 2022, but since it is difficult to collect feedback from users of the job board, we suspect that the true number is higher.

We have created an "Importance- and Counterfactuals-Adjusted Placements" (ICAPs) [metric](#), based on interviews with each placed candidate, where one ICAP roughly equals the impact of AAC causing a top candidate to materialize out of nowhere and secure an average role in an effective animal advocacy nonprofit. So far, we estimate that the job board has generated 2.7 ICAPs from the 8 known people who found their roles through it.

Some public case studies of how participants have benefited from this program are below:

## Job board



- **Professional background:** Had worked for animal shelters, as well as a range of other nonprofit roles ranging from fundraising roles through to (most recently) being Executive Director of a performing arts nonprofit.

- **Job search:** Was looking for a way to help animals; [REDACTED] tended to gravitate towards work with companion or wild animals before work with farmed animals. She was personally happy enough in her ED role, so was only applying very selectively for new roles. She used sites like Indeed and put alerts on LinkedIn but did not find them very helpful. She turned down an offer to become ED at an animal sanctuary.
- **How did AAC help:** [REDACTED] had already come to the conclusion that shelter work wouldn't be the highest impact thing she could do to help animals, but didn't have many specific ideas beyond this until she found AAC's job board via a Google search for animal advocacy jobs. Our job board was the first time [REDACTED] came across Faunalytics.
- **Other contact with the role:** [REDACTED] doesn't think that she heard about the role again through any method other than AAC, or would have done were it not for AAC.



- **Professional background:** Had spent a number of years working both in the private and nonprofit sector, mainly in project and partnership management. Before her current role, she was leading a small nonprofit supporting migrant entrepreneurs.
- **Job search:** Was looking for roles "basically anywhere in the animal movement," including either animal product alternatives companies or animal advocacy nonprofits. [REDACTED] was compiling a list of animal advocacy organisations and investigating opportunities at each. She was searching on LinkedIn and using job boards by 80,000 Hours, charityjobs.co.uk, and veganjobs.com.
- **How did AAC help:** After discovering AAC's job board, she put most of her effort into searching for roles through there, which is where she found her current role. Her backup plan was to offer to do skilled volunteering (supported by our board) to get her foot in the door.
- **Other contact with the role:** [REDACTED] doesn't think she heard about the role through any other method. She also thinks that she hadn't come across [REDACTED] until she saw them on our job board (although she was less sure about this).

[REDACTED]

[REDACTED]

[REDACTED]

Placed via AAC's job board

- **Professional background:** Completed a JD at Lewis & Clark Law School, plus various legal internships and fellowships at animal advocacy organisations.
- **Job search:** Was looking for various opportunities relating to the law and animals, with a particular focus on lobbying or policy roles; all the roles she applied for in the year or so up to securing this role were relevant to animal advocacy. She had made it to the final stage of one such role but wasn't offered the position. [REDACTED] was directly checking some organisations' websites, checking in with connections about opportunities, and monitoring AAC's job board.
- **How did AAC help:** [REDACTED] saw the role on our job board and applied. She had never heard of [REDACTED] before seeing the role listed there.
- **Other contact with the role:** [REDACTED] subsequently saw the role shared one more time by a connection. By this time, she had already completed the process (with interviews, test tasks etc)

From the first 3 cohorts of our course, 410 people were invited to participate. Of these, 126 completed 90%+ of the course and got 20 or more out of 30 on the knowledge test at the end. (This is our preferred metric for completion.) In 2022, we have been trialing an on-demand version of the course; this had had 254 sign ups by the end of June, though it is too early to evaluate completion rates.

**Total number of sign ups 650+, estimated 160+ completions**

We have tracked that over 50 course participants have secured a new relevant paid position, internship, or volunteering role within 6 months of signing up for the course. This likely underestimates the true number, due to limitations in our tracking methodology, but does not account for the counterfactuals of what would have happened anyway without the course.

We have created an “Importance- and Counterfactuals-Adjusted Placements” (ICAPs) [metric](#), where one ICAP roughly equals the impact of AAC causing a top candidate to materialize out of nowhere and secure an average role in an effective animal advocacy nonprofit. From 2022 onwards, we are basing this on interviews with individuals who have participated in the course and subsequently landed an effective animal advocacy role, although for 2021, the estimate is based on rougher inferences from our longitudinal [study](#) of our online course. So far, we estimate that the course has generated 5 ICAPs from the individuals that we know have landed relevant paid effective animal advocacy positions.

Some public case studies of how participants have benefited from this program are available at the end

(Note, we track course participation from the year that the course cohort was *completed*, rather than when it was begun; the first cohort of the course was advertised in late 2020, but not completed until 2021. In contrast, our estimates of program expenditure are strictly divided by year.)

If you would like to see our rough modeling from late 2021 to estimate whether the program seemed likely to be cost-effective enough to warrant further investment from AAC, you can do so [here](#).

Examples of our students’ learnings

*"I got new ideas concerning possible career paths that I had not considered earlier. I also feel that I am more capable of analysing my potential in possible roles more systematically than before and have more tools to do research on them."*

*"I've always thought I would like to volunteer or work in a sanctuary. After this course I want to entirely focus on institutional interventions."*

*"Since I started the course I found a job in an NGO focused on animal advocacy. The knowledge I have gathered in the course has provided me with a view on the movement as a whole and validates my work by making me realize the contributions I am making."*

## **ICAPS interviews**



Supported by AAC's online course, placed via AAC's job board

- **Professional background:** Had worked in various marketing and communications roles for over a decade, including some temporary and freelance work with animal advocacy groups [REDACTED] and [REDACTED].
- **Job search:** Had been searching for an animal advocacy role for 3 or 4 years, but hadn't found anything that was the right fit and was accepted onto. Initially, [REDACTED] was searching social media, a few job boards, checking the websites of a few specific organisations, and asking contacts in local animal nonprofits, but had mostly paused her search for about a year. She had taken a role at a company that worked with a variety of nonprofits, and had begun applying to environmental organisations, despite her preference for animal advocacy. [REDACTED] was "very close to quitting" the search and "looking for other jobs" instead.
- **How did AAC help:** On hearing about and signing up for AAC's course, [REDACTED] renewed her efforts to find or prepare for a role that helped animals. As a result of some of the research and concepts in the course, [REDACTED] decided to focus primarily on seeking roles with management and leadership responsibilities, rather than just applying to any role that helped animals and was available in her area. Prompted by the course, [REDACTED] subscribed to AAC's job board updates and started checking the board.

- **Other contact with the role:** [REDACTED] applied to a role at [REDACTED] that she found through AAC's job board, and didn't hear about again through any other method. The role she has taken has line management responsibilities of several corporate campaigners across [REDACTED].

[REDACTED]

[REDACTED]

[REDACTED]

Supported by AAC's online course, placed via AAC's job board

- **Professional background:** Having recently finished a master's in political science, [REDACTED] was working as a research assistant in public policy evaluation at Sciences Po - LIEPP.
- **Job search:** [REDACTED] had long wanted and expected to undertake a PhD relating to women's studies and gender equality, and was pursuing funding for this. She was also checking job boards and job postings groups for nonprofits or governmental positions working on gender equality or environmental issues, but didn't apply for any roles. She was also directly checking the websites of French animal advocacy organisations, but didn't apply to any roles and wasn't sure she'd find any that would be a good fit for her.
- **How did AAC help:** [REDACTED] had already begun thinking about career options in animal advocacy when she signed up for AAC's course. But the course supported her to consider applying her research expertise to animal advocacy; beforehand, she had "never really thought about it before" as a possible fit for her. AAC's course, course cohort, LinkedIn group, and job newsletters all helped to motivate [REDACTED] to consider herself a serious contender for impactful roles in the movement. AAC's job board helped her to consider research roles at a variety of international organisations that she hadn't yet had much exposure to, and she first found the [REDACTED] role there.
- **Other contact with the role:** [REDACTED] subsequently saw the [REDACTED] role shared on a job postings channel by Effective Altruism France. (Although she might not have applied were it not for the exploration, thinking, and motivation that had come from AAC's course.)

Please note that many of the results of this program are still yet unclear and undefined as the placements have just begun. Some things we intend to evaluate at the end are:

- Interview organisations on completion to find out how much counterfactual additional revenue the candidates helped them to bring in and if they hire the candidate how many hours that may have saved them
- Interview candidates for ICAPS to find out how likely it would have been that they would have landed a role without this help and additionally how participating in this program altered their career decision.

We have never run a work placement specifically before, therefore we set several criteria which we had to pass to continue with the project:

1. Demand from organizations to participate: we set the minimum at five, which we have far surpassed with 21 partner organizations, and have actually had to now turn down at least four new organizations for participation this year.
2. Demand from candidates: we aimed for 150 applications and received 206. We also pre-specified minimum scores applicants would need to achieve to be invited to each new round of the application process (can be shared on request). We invited 40 applicants to submit test tasks to us, 18 to interview, and made 8 offers. Overall, the quality of applicants was about in line with what we expected from this first iteration of the work placement programme.

Number of orgs participating: 9

Number of applications from candidates: 206

Number of candidates placed: 8, plus one additional placement not paid for by AAC

Initial feedback from organizations:

Example 1: "I just wanted to let you know that my colleague [REDACTED] and myself had a lovely meeting with [name redacted] this morning. After this conversation we can say that we would be absolutely delighted to work with her moving forward and it seemed very much like she would like that as well. Thank you so much for all of your invaluable work and this amazing opportunity!"

Example 2: "[Name redacted] and I had a terrific initial call yesterday with [name redacted]. She seems very thoughtful, highly capable and committed to doing this with us. Thanks so much for setting this up. Such a valuable service you are providing to the movement."

Example 3: "I like the way you set this up, where you screen and then provide a recorded interview and test task before we speak to the person. The test task was especially helpful. The task you provided is probably better than what we would have come up with and the time it saved us makes a big difference. This all helped me hone in on questions that hadn't already been answered and spend more time on gauging alignment and fit when we actually talked. This is a really efficient process that saved us a lot of time."

## Program achievements

To date, we know of 4 people who applied for roles substantially due to contact and encouragement from us. There may be others who had heard about the role through other means but who were encouraged to apply partly through our communication with them; we know of at least one such person who we contacted and who secured the role that we had mentioned.

We have created an “Importance- and Counterfactuals-Adjusted Placements” (ICAPs) [metric](#), where one ICAP roughly equals the impact of AAC causing a top candidate to materialize out of nowhere and secure an average role in an effective animal advocacy nonprofit. So far, from our interviews with the 4 known accepted applicants that we encouraged to apply, we estimate that our recruitment service has generated 1.4 ICAPs.

Some public case studies of how contacted individuals have benefited from this program are available at the end of the document.

In the process of communicating and collaborating with organizations, we also sometimes provide advice on their hiring and recruitment efforts, either in place of or as a supplement to our more direct searches. When sent a brief survey about this advice, 6 out of 8 responding organizations estimated that the quality of the candidate that they hired was somewhat better after this consultation and 2 out of 8 organizations estimated they at least doubled the amount of candidates who applied after consulting with AAC. Additionally we received this testimonial for a client organisation that we helped recruit 2 candidates for key roles:

*Animal Advocacy Careers have excelled in meeting and supporting our recruitment brief. When working with a recruitment firm it is important that the recruiter understands the specifics of the sector they are recruiting for and the sensitivities of the client's position in this space. Our requirements were detailed and specific and Animal Advocacy Careers guided us through the recruitment process. With their knowledge of animal welfare, the sector and the recruitment process they made sure that the highest calibre of candidate was shortlisted. Working with Animal Advocacy Careers has brought us highly qualified and experienced team members that continue to contribute to our work and advance our animal welfare advocacy. We continue to work with Animal Advocacy Careers, and we look forward to a long and continued relationship.*

— [REDACTED]

If you would like to see our rough modeling from mid-2021 to estimate whether the program seemed likely to be cost-effective enough to warrant further investment from AAC, you can do so [here](#).



## Case studies



- **Professional background:** Worked in sales and account management for nearly three decades for various press and media companies, such as the BBC.
- **Job search:** [REDACTED] wasn't actively looking for new roles. She had her LinkedIn set to "open to offers" and was hoping to work for an organisation that aligned with her values; this could have been something helping the environment or animals, but she would have been happy working at the BBC again or another company with positive social effects. She thought that without significant experience in the charity sector, she may not have been considered for a fundraising-focused position, so wasn't planning to make direct applications.
- **How did AAC help:** [REDACTED] connected with AAC's recruitment specialist on LinkedIn, after seeing a post by her promoting the role at [REDACTED]. AAC reviewed [REDACTED]'s CV and encouraged her to apply for the [REDACTED] role; [REDACTED] is confident that she wouldn't have applied had it not been for AAC's encouragement. After liaising with AAC and learning more about the role and organisation, [REDACTED] recognised that her experience and values aligned with those of [REDACTED].
- **Other contact with the role:** Engagement with AAC's recruitment specialist was the first time that [REDACTED] heard about the [REDACTED] role. Of course, at that point she looked the organisation up and saw the role listed on the website, but didn't otherwise encounter any further promotions of the role (e.g. on social media or job boards).

[REDACTED]

[REDACTED]

[REDACTED]

Placed via AAC's recruiting service

- **Professional background:** Over a decade of experience in fundraising for a variety of nonprofits, with beneficiaries including deaf people, the elderly, and youth from under-represented backgrounds. Additional experience in marketing and sales.
- **Job search:** Had subscribed to several alerts on job boards and LinkedIn, but wasn't actively looking for new roles. [REDACTED] had applied to two other roles in the past year or so that he was especially excited about, neither of which was related to animal advocacy.
- **How did AAC help:** [REDACTED] saw a comment by AAC's recruitment specialist on a social media group (not run by AAC) and got in touch. She sent [REDACTED] a few potential roles, and had a call with him about the [REDACTED] role, which seemed especially well-suited to his interests and needs. After some discussion, encouragement, and feedback from AAC's recruitment specialist, [REDACTED] applied and was offered the role.
- **Other contact with the role:** He didn't come across the role through any other means; he had not previously heard of [REDACTED] and they were not advertising the position widely.

We carried out 61 one-to-one calls between 2021 and June 2022. Most of these calls were conducted as part of our initial longitudinal [study](#) on the effectiveness of careers advice calls. A small number of them have been carried out as part of trialing alternative methods that might be unusually cost-effective. For example, we recently onboarded and trained a new careers adviser who has 10 years of career advising experience; he has started delivering career advice to promising-seeming applicants to the online course and work placement program. He has also trialed group coaching, to see if this is plausibly a more cost-effective way to deliver career advice with similar results, so far he has provided to 54 people in 2 sessions.

We have also created multiple resources and documents that have resulted in requests from these calls which we will make available on our website at the end of the year.

We have created an “Importance- and Counterfactuals-Adjusted Placements” (ICAPs) [metric](#), where one ICAP roughly equals the impact of AAC causing a top candidate to materialize out of nowhere and secure an average role in an effective animal advocacy nonprofit. Our longitudinal [study](#) led us to estimate that unfiltered advising calls – where any applicant was accepted and given a free one-to-one careers advice call – were about half as cost-effective (for a given amount of time inputted by AAC staff) as our online course.

However, we have decided to trial some variations of advising that may substantially increase its cost-effectiveness. It is too early to be able to track ICAPs for these more recent experiments with advising from 2022, though we are seeing some promising signs. For example, in our experiment with group coaching calls, the production and use of career resources and tests are reducing the routine, predictable parts of career advice to free up time for more personalized one-on-one advice to high potential candidates.

#### Testimonials

*“The career advice is tailored, supportive and most of all, motivating. Thank you for this.”*

*“He listened attentively, asked thoughtful questions, and gave practical advice and resources. He was also encouraging and warm in a way that gave me more confidence to proceed with my explorations!”*

*“I thought that the way he matched my interests / skills to potential career paths was super helpful. And I found the info he gave on those career options to be very informative.”*