

Programmes Officer

JOB DESCRIPTION AND PERSON SPECIFICATION



JOB TITLE:	National Schools Programmes Officer
BASED:	Dock Offices, Canada Water, London SE16 part of the week, balanced with some remote working, especially during the pandemic
SALARY:	£24,000 - £28,000 per annum
PENSION:	7% contribution by The Tree Council
TERMS:	Fixed-term, full-time, 1-year contract, full-time role with potential to renew, 25 days annual leave, plus Public Holidays and the period between Christmas and the New Year

REPORTING TO:	National Schools Programmes Manager
LIAISON WITH:	<i>Internal:</i> Head of Comms, National Tree Warden Scheme Coordinator and wider Tree Council team. <i>External:</i> Programme Sponsors, programme partners, primary and secondary school teachers, tree nurseries, volunteers and others.

Thanks to a successful fundraising campaign in National Tree Week 2019, The Tree Council has embarked on a new education programme with the aim of encouraging young people across the UK to be a #ForceForNature by learning, planting and caring for trees. The Tree Council's new National Schools Programme consists of two key funded initiatives:

1. 'Orchards for Schools', in partnership with The Daily Mail – coordinating the delivery of 20,000 fruit and hedge trees to hundreds of schools across the UK over the next two planting seasons, alongside an email engagement campaign with teachers
2. 'Young Tree Champions', in partnership with M&G – supporting the creation of Young Tree Champion Clubs in schools in England and Scotland with an offer of free trees for their grounds, engaging curriculum-linked resources and advocacy workshops.

This new Project Officer role will support the National Schools Programme Manager to coordinate and deliver these programmes to a very high standard. We're looking for a talented project officer, experienced in working with schools and preferably with in-depth knowledge of the tree or environment sector. You will have excellent organisational skills and be a strong communicator, working collaboratively with many different partners to deliver a nationwide schools programme.

You must be prepared to work in a small dynamic team, in a fast-paced environment, and travel to visit schools around the UK, social distancing guidelines permitting.

Attention to detail, a positive outlook and tenacity will be key. You will be working during a challenging time for schools as they adapt to new ways of working following the public health crisis, so your ability to inspire and support school teachers will play an important role in the success of the programme. Above all, you should be passionate about young people and the environment and making lasting change.

JOB PURPOSE:

Support the delivery and growth of the National Schools Programme by engaging with teachers across the UK

Coordinate, troubleshoot and report on the logistics of school tree pack applications and their distribution across the UK

Support day-to-day marketing & communications with schools through email and social media platforms to ensure their trees thrive in the school grounds for years to come and teachers have the resources they need to inspire pupils to be a #ForceForNature

Support the development and delivery of training opportunities for teachers and schools and work with the wider Tree Council team to support community and school events

RESPONSIBILITIES

Support the delivery and growth of the National Schools Programme by engaging with teachers across the UK

- Help recruit schools into the programmes with the help of local contacts and partner networks
- Comply with relevant safeguarding policies, checks and procedures are in place throughout the programme.
- Support the creation of curriculum-linked school resources for the website
- Work with the National Tree Warden Scheme Coordinator to involve volunteer tree wardens where appropriate

Coordinate, troubleshoot and report on the logistics of school tree pack applications and their distribution across the UK

- Keep accurate database of schools' information and manage the data in order to send relevant communications using Mailchimp and Donorfy
- Liaise with nurseries to ensure adequate tree supply and timely delivery to hundreds of schools simultaneously
- Troubleshoot delivery delays or problems with incorrect or damaged orders

- Produce regular reports to enable up to date budgeting and reporting to funders
- Respond to teacher queries about their trees and how to plant and care for them

Support day-to-day marketing & communications with teachers and update website content

- Work with the Project Manager and Head of Comms to create email campaigns to communicate the programme opportunities with the teachers on a termly basis across both programmes
- Create curriculum-linked content for use across all comms platforms
- Accurately manage the flow of different datasets created in Cognito, Mailchimp and Donorfy.
- Keep the project website pages updated on a regular basis
- Develop and implement a social media plan with engaging content with support from the Head of Comms
- Provide Head of Comms with content for Tree Council newsletters
- Help identify, agree and gain necessary 'best-in-house' case studies that can be shared for publication by the Daily Mail and M&G

Support the development and delivery of training opportunities for teachers and schools and work with the wider Tree Council team to support community and school events

- Support with the delivering teacher training in person (where possible) or online through webinars
- Attend and support planting events where possible
- Provide advice to schools about their planting

Monitoring & evaluation

- Gather quantitative and qualitative data to support the monitoring and evaluation of both programmes

PERSON SPECIFICATION

(*) E= Essential D=Desirable	Criteria *	
Qualifications		
<ul style="list-style-type: none"> Qualified Teacher Status 		D
Experience		
<ul style="list-style-type: none"> Experience working within or with schools / the education system 	E	
<ul style="list-style-type: none"> Proven experience in meeting objectives in a fast-paced environment 	E	
<ul style="list-style-type: none"> In depth knowledge of trees id and biology, fruit trees, tree planting, maintenance and health 		D
<ul style="list-style-type: none"> Experience of writing compelling communications targeted to teachers using a combination of platforms (emails / social / website) 	E	
<ul style="list-style-type: none"> Knowledge and experience of health & safety within the school environment 	E	
<ul style="list-style-type: none"> Experience of organising and delivery school and community events 	E	
Skills		
<ul style="list-style-type: none"> Possess strong organisational skills, often working to tight deadlines, with a calm and confident manner 	E	
<ul style="list-style-type: none"> Able to prioritise a heavy workload, multi-task and perform effectively under pressure with excellent attention to detail 	E	
<ul style="list-style-type: none"> Excellent written and spoken English with an impeccable telephone and email manner 	E	
<ul style="list-style-type: none"> Confident building relationships with a variety of stakeholders 	E	
<ul style="list-style-type: none"> Driving licence and willingness to travel across the UK to support schools 	E	
<ul style="list-style-type: none"> Highly proficient in office IT systems with good knowledge of all MS Office programmes including Word, Excel, Outlook and Powerpoint. In addition, willingness to use Mailchimp, Eventbrite and others (training can be provided) 	E	
<ul style="list-style-type: none"> Self-motivated, high-energy and pro-active with a 'can do' attitude 	E	
<ul style="list-style-type: none"> Willingness to "muck in" and be hands-on, including with everyday / routine tasks 	E	
<ul style="list-style-type: none"> Understand why trees, the environment, wildlife, education, health & wellbeing are important to people's lives and be able to 'champion' the cause and willingness to build on this knowledge 	E	

PERSON SPECIFICATION continued

Attitudes:

- Highly practical
- Resourceful problem solver
- Attention to detail with high professional standards
- Diplomatic and collaborative, builds positive relationships quickly
- Engaging with high energy levels
- Approachable, with the gravitas to be listened to seriously
- Resilience and tenacity
- Can-do, self-starter
- Able to work weekends / evenings with some overnight stays (The Tree Council operates a 'Time off in Lieu' policy)

The Tree Council team works in a collegiate way, delivering projects together. As a result, there is regular cross-over and collaboration. Each project has a designated leader who takes responsibility for driving, maintaining and monitoring progress.

THE TREE COUNCIL - WHO WE ARE

The Tree Council is a charity (charity no. 279000) and umbrella body bringing everyone together with a shared mission to care for trees and our planet's future. We inspire and empower organisations, government, communities and individuals with the knowledge and tools to create positive, lasting change at a national and local level.

We inspire people to plant and care for trees – the trees in your city street, your local park or school playground, in orchards and hedgerows and rural pastures around the UK. (Other charities focus on forests and larger woodlands.) We celebrate our 50th anniversary in 2023.

Following a very successful National Tree Week campaign in 2019, which raised significant funds for tree planting, we are at an important stage in our development, with ambitious plans for the future.

Our work includes:

- Support for a network of thousands of volunteer Tree Wardens who help plant and establish trees in communities around England, Scotland and Wales. It is the Tree Wardens 30th anniversary in 2020
- An annual community programme, which connects people with trees and the natural world, including 'Walk in the Woods' each May and 'National Tree Week' in November, which celebrates the start of the winter planting season
- A grants programme that helps schools and other groups fulfil their vision to plant trees, orchards and hedgerows
- Science and social research programme in partnership with Defra, Forest Research, Fera Science and top UK universities

- An important relationship with Network Rail as their 'critical friend'. We advise on vegetation management along 20,000 miles of railway corridors and will deliver a £1m Network Rail community programme over the next four years.
- Partnerships with our 120 Member organisations including other charities such as the Woodland Trust and Trees for Cities; academic partners such as Newcastle and Strathclyde Universities; and generous supporters including businesses, major donors and Trusts & Foundations.

The Tree Warden Scheme

The Tree Council launched the Tree Warden Scheme in 1990 to harness the power of local volunteers to protect, plant and care for the trees in their community.

There are 60+ Tree Warden Networks across the UK with local coordinators inspiring volunteer tree champions to get involved and care for the trees in their area.

Trees are now universally recognised as a crucial mitigating factor in the climate crisis and young people have never been more engaged. It's crucial that they are given the tools and the opportunities to inspire change and make a difference to the future of their world.

Our small, energetic team comprises:

1. **CEO**
2. **Director of Trees, Science & Research**
3. Head of Major Tree Planting Projects (*based Bath*)
4. Science & Research Projects Manager
5. Shared Outcomes Project Manager (*3 days per week*)
6. **Director of Programmes, Partnerships & Comms**
7. Head of Comms & Partnerships (*4 days a week*)
8. Communications & Policy Officer
9. National Tree Warden Scheme Co-ordinator (*based Leicester*)
10. National Schools Programme Manager (*based Winchester*)
11. Administration Officer (*4 days per week*)
12. **Director of Finance** (*part-time*)

TIMETABLE

If you feel inspired by this new role at The Tree Council and would like to be considered for interview, please email a CV and covering letter (2 sides A4 max) to Richard.Pollard@treecouncil.org.uk

Deadline for applications: 14 January 2021, 12pm

Candidates selected for interview will be notified on 18 January by 6pm

Interviews will take place via Zoom on 19 / 22 January 2021

A DBS check will be carried out for the successful candidate and two professional references will be required.