

## PROJECT DESCRIPTION AND PERSON SPECIFICATION

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<b>JOB TITLE:</b>	Head of Communications & Policy
<b>BASED:</b>	Working from home, with regular visits to The Tree Council HQ in Canada Water, London SE16 when restrictions permit
<b>SALARY:</b>	£36,000 - £40,000 per annum
<b>TERMS:</b>	Permanent, full-time – immediate start 25 days annual leave, plus Public Holidays and the period between Christmas and the New Year.
<b>PENSION:</b>	7% contribution by The Tree Council

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<b>REPORTING TO:</b>	Director of Programmes, Partnerships & Comms
<b>LIAISON WITH:</b>	Senior Management Team, Development Manager, wider Tree Council team  External liaison: Department of Environment, Food and Rural Affairs (especially comms colleagues), external creative/comms agencies, The Tree Council's informal coalition of conservation charities, plus other stakeholders eg: corporate funders and project partners

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The Tree Council has experienced fantastic growth in the past year. Following investment into a rebrand and website redevelopment, The Tree Council has secured funding to deliver several major projects to plant, protect and speak up for trees and hedgerows across the UK.

It is also a vital moment for our environment. The public is increasingly aware of the important role trees play in tackling climate change, protecting and improving biodiversity and contributing to our health and wellbeing. There's never been a more important time to stand up for trees.

To support our ambitious plans, we are recruiting for an experienced and energetic Head of Communications & Policy. This is an exciting time to join the small Tree Council team and help shape the future for UK trees.

Projects include:

- The £1.8m *Close the Gap* partnership programme which aims to raise awareness of the value and heritage of hedgerows and the best way to create bigger, healthier, better-connected hedges in our cities and the countryside. Deliverables include the launch of a new National Hedgerow Week, an ongoing public engagement campaign and website redevelopment funded by Defra, via the National Lottery Heritage Fund

- Partnership with M&G Plc to launch Young Tree Champion clubs in primary and secondary schools across the UK
- £1m community planting programme funded over four years by Network Rail
- Co-ordinating role in Defra's *Shared Outcomes* project, working with five local authorities to research and identify the best ways to establish thriving trees in urban and rural landscapes

You will have minimum three years' experience of strategic campaign planning and hands-on delivery.

You must possess excellent people skills and be inspired by the idea of working in the environment/conservation sector as a member of The Tree Council's highly motivated and friendly team.

**JOB PURPOSE:**      **Deliver and support the communications function across all of The Tree Council's work, including website, social media, brand management, press & PR**

**Design and deliver our annual public engagement campaigns to educate and inspire action, including our flagship campaign, National Tree Week (27 Nov-5 Dec 2021)**

**Lead and co-ordinate the charity's advocacy, policy and public affairs work**

**Support CEO, Senior Management Team and Development Manager on wider membership and income-generating projects and programmes**

## **Responsibilities**

**Deliver and support the communications function across all of The Tree Council's programmes, including website, social media, brand management, press & PR**

- Develop comms strategy for next three years in support of organisational priorities and charitable objectives
- Provide advice, guidance and support on programme-level communications, such as email marketing, website design, social media engagement strategies
- Handle and coordinate media opportunities and enquiries
- Provide communications expertise and support to finalise and launch the first-ever National Hedgerow Week (29 May - 6 June 2021)
- Help the team develop 50<sup>th</sup> Anniversary strategy and action plan for 2023

**Design and deliver our annual public engagement campaigns to educate and inspire action, including our flagship campaign, National Tree Week (27 Nov - 5 Dec 2021).**

- Plan activities for five annual campaigns (Seed Gathering Season, Walk in the Woods, Tree Care Campaign, National Tree Week and the new National Hedgerow Week)
- Support and inspire community groups, especially our national volunteer Tree Warden networks, to plan local events celebrating their green spaces and raising awareness about the importance of trees

- Plan and pitch stories to national, local and specialist media to raise awareness of our campaigns

**Lead and co-ordinate the organisation’s advocacy, policy and public affairs work**

- Coordinate The Tree Council’s responses to government consultations
- Mobilise supporters and Tree Wardens to take actions such as signing petitions or contacting their MPs on policies affecting UK trees
- Coordinate the informal coalition of leading conservation charities which The Tree Council chairs, including organising at least one forum a year on a topic of practical interest
- Work with colleagues to develop position statements on issues affecting UK trees e.g. carbon capture, health & wellbeing, the rights of ancient trees

**Support CEO, Development Manager and Senior Management Team on wider membership and income-generating projects and programmes**

- Ensure our channels and platforms are working to maximise individual giving, membership and legacy fundraising
- Support Director of Programmes, Partnerships & Comms and Development Manager in building new partnerships eg: developing compelling bid proposals
- Support Development Manager to re-launch our membership programme (May 2021)
- Support Director of Trees, Science & Research on design / production of major reports
- Manage relationships with 2-3 key comms suppliers (agencies and freelance)
- Complete Tree Council trademark renewals (in process)
- Work with Development Manager to establish new CRM database, phase one to focus on donors (Donorfy)

**PERSON SPECIFICATION**

Person Specification	Criteria *	
<ul style="list-style-type: none"> <li>• <b>Qualifications</b></li> </ul>		
<ul style="list-style-type: none"> <li>• Degree-level education or relevant work experience</li> </ul>	E	
<ul style="list-style-type: none"> <li>• <b>Experience</b></li> </ul>		
<ul style="list-style-type: none"> <li>• Three years’ experience leading Marketing &amp; Comms campaigns at organisational and programme level, including strategy, planning, delivery, management and evaluation</li> </ul>	E	
<ul style="list-style-type: none"> <li>• Experience delivering public engagement campaigns, from planning and design to execution to monitoring and evaluation</li> </ul>	E	
<ul style="list-style-type: none"> <li>• Experience working in a small team on a complex variety of interlocking projects</li> </ul>	E	
<ul style="list-style-type: none"> <li>• Experience dealing with high pressure and challenging deadlines while maintaining high quality of outputs</li> </ul>	E	

• Experience landing positive news stories for an organisation		D
• <b>Skills</b>		
• Outstanding writer and copy editor who can support others in the team to improve their written communication	E	
• Highly organised, often working to tight deadlines, with a calm, confident manner	E	
• Able to prioritise a heavy workload, multi-task and perform effectively under pressure with excellent attention to detail	E	
• Ability to think creatively and resourcefully, and to explore new ways of doing things	E	
• IT proficient with good knowledge of all MS Office programmes	E	
• Confident using email marketing tools such as Mailchimp, content management systems such as Wordpress and social media management tools like ContentCal (or similar tools)	E	
• Ability to take projects and ideas and grow them/lead on them, engaging colleagues as needed to make them a success	E	
• Driven, resilient and motivated with the ability to work autonomously	E	
• Confidence to engage with stakeholders, partners and third-party providers at every level	E	
• Understand why trees and hedgerows, the environment, wildlife, education, health & wellbeing are important to people's lives and be able to 'champion' the cause	E	

(\*) E= Essential      D=Desirable

## Attitudes

- Enjoys working in a collegiate way
- Happy to pitch in and support colleagues on organisational priorities
- Self-motivated, high-energy and pro-active with a 'can-do' attitude
- Diplomatic and collaborative team player, builds positive relationships quickly
- Engaging with high energy levels
- High professional standards
- Approachable, with the gravitas to be listened to seriously
- Highly practical
- Resourceful problem solver
- Self-starter and team player
- Flexibility to work weekends / evenings with some potential overnight stays, restrictions permitting (The Tree Council operates a 'Time off in Lieu' policy.)

## THE TREE COUNCIL - WHO WE ARE

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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 50<sup>th</sup> anniversary in 2023 and are at an important stage in our development, with ambitious plans for the future.

Our work includes:

- Support for a network of volunteer Tree Wardens who help plant and establish trees in communities across England, Scotland and Wales.
- An annual community programme, which connects people with trees and the natural world, including 'National Tree Week' at the end of November, which celebrates the start of the winter planting season
- A grants programme that helps schools and other community groups fulfil their vision to plant trees, orchards and hedgerows
- Science and social research programme in partnership with Defra, Forestry Commission, Fera Science and top UK universities
- An important relationship as a 'critical friend' to Network Rail, whom we advise on vegetation management along 20,000 miles of railway corridors, together with a new £1m community planting programme
- Partnership with our 120 Member organisations including other charities such as the Woodland Trust and Trees for Cities; academic partners such as Reading, Newcastle, Oxford and Strathclyde Universities; and generous supporters including businesses, major donors and Trusts & Foundations.

Our small, energetic team comprises:

1. **CEO**
2. **Director of Trees, Science & Research**
3. Head of Major Tree Planting Projects (*based Bath*)
4. Science & Action Research Projects Manager
5. Shared Outcomes Project Manager
6. **Director of Programmes, Partnerships & Comms**
7. Head of Comms & Policy
8. Communications & Policy Officer
9. National Tree Warden Scheme Co-ordinator (*based Leicester*)
10. National Schools Programme Manager (*based Winchester*)
11. National Schools Programme Officer
12. Administration Officer
13. **Director of Finance** (*part-time*)
14. Project Manager (Close the Gap programme) (*based Buckingham*)
15. Community Engagement Officer (Close the Gap programme)
16. Development/Fundraising Manager (Close the Gap programme) (*based Liverpool*)

## TIMETABLE

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If you are inspired by this new role at The Tree Council and would like to be considered for interview, please email a CV (up to 2 sides A4) and covering letter (up to 2 sides A4) to [HR@treecouncil.org.uk](mailto:HR@treecouncil.org.uk)

- **Deadline for applications: Sunday 18 April 2021**
- Candidates selected for interview will be notified by Wednesday 21 April
- **First interviews will take place via Zoom on Friday 23 April**
- Two professional references will be required