

# Communications Manager (Press & Public Affairs)

## JOB DESCRIPTION AND PERSON SPECIFICATION



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<b>JOB TITLE:</b>	Communications Manager (Press & Public Affairs)
<b>BASED:</b>	Dock Offices, Canada Water, London SE16 but remote working is likely for much of the week
<b>SALARY:</b>	£32,000 - £34,000
<b>PENSION:</b>	7% contribution by The Tree Council
<b>TERMS:</b>	1 year fixed-term, full-time contract with possibility to extend, 25 days annual leave, plus Public Holidays and the period between Christmas and the New Year

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**REPORTING TO:** Head of Communications & Policy

**LIAISON WITH:** *Internal:* National Schools Programme team, including Young Ambassadors; Talk to the Hedge team on hedgerow communications; Development Team on fundraising; Science Team on policy and research projects; plus the wider Tree Council team.

*External:* Programme partners, charity coalition group, research groups, media network, comms consultants and other contractors and suppliers.

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It is a vital moment for the 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, amongst many other things.

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

This is an exciting time to shape the future for UK trees. As Communications Manager, you will help consolidate our ambitious plans, co-ordinate our comms and policy work, and support our key projects. You will have the unique and fascinating opportunity to get to know every aspect of The Tree Council's work, from science and research, to partnerships, tree planting and hedgerow programmes and our National Schools Programme.

You will have knowledge of the broad communications remit, as well as experience working to generate successful media coverage and influence policymakers. You will have excellent organisational skills and be a strong communicator, committed to working in a small dynamic team, in a fast-paced environment.

Attention to detail, a positive outlook, tenacity and the ability to prioritise will be key. Above all, you should be passionate about the environment and making lasting change.

**JOB PURPOSE:**      **Support the delivery and growth of The Tree Council’s communications with a focus on media and public affairs activity**

**Provide communications support across The Tree Council’s four branches of work: Community, Education, Science & Research and Partnership**

**Support the development of The Tree Council’s charity coalition group and our role as an expert in the sector**

## **RESPONSIBILITIES**

**Support the delivery and growth of the charity’s comms programme with a focus on media and public affairs activity**

- Working with the Head of Comms & Policy, develop and co-ordinate a media strategy, covering traditional and online media, broadcast, radio and blogs.
- Respond effectively and efficiently to incoming media requests.
- Proactively source and develop media opportunities to raise awareness of The Tree Council’s work, both in general and in relation to specific programmes and our seasonal campaigns, such as National Tree Week and National Hedgerow Week.
- Develop The Tree Council’s photo and content library, including establishing a filing system and sourcing compelling new images and case studies.
- Manage the ‘News & Views’ section of The Tree Council’s website.
- Support the Head of Comms & Policy with other key activities including social media, the website, newsletters and video production.

**Provide communications support across The Tree Council team’s four branches of work: Community, Education, Science & Research and Partnership**

- With a particular focus on supporting our Development, Hedgerows – ‘Talk to the Hedge’ and National Schools Teams.
- Working with the Head of Comms & Policy, support these projects with communications planning and delivery on an ongoing basis.
- Provide general communications support to The Tree Council team, including copywriting, proofreading, and event organisation using meetings and webinars on digital platforms such as MS Teams and Zoom.

**Support the development of The Tree Council’s charity coalition group and our role as an expert in the sector**

- Work with the Head of Comms & Policy to review and develop communications with our charity coalition group.
- Design and deliver a minimum of four meetings a year for coalition members (online and face-to-face) on topics relating for example to government consultations, training, National Tree Week collaboration and best practice – this role may include coordinating the group’s policy or consultation responses.
- Help with background research to inform current and future policy work.
- Lead on communications for science and research launches such as our forthcoming Local Tree Strategy toolkit.

## PERSON SPECIFICATION

(*) E= Essential      D=Desirable	Criteria *	
<b>Experience</b>		
<ul style="list-style-type: none"> <li>Minimum three years proven communications support in a fast-paced environment</li> </ul>	E	
<ul style="list-style-type: none"> <li>Expertise in media and public relations work, including developing relationships with journalists, writing press releases and selling in stories</li> </ul>	E	
<ul style="list-style-type: none"> <li>Experience of writing compelling copy for a range of audiences and platforms</li> </ul>	E	
<ul style="list-style-type: none"> <li>Experience of working on research and policy projects in the conservation sector</li> </ul>		D
<ul style="list-style-type: none"> <li>Experience working successfully with a range of internal and external partners</li> </ul>	E	
<b>Skills</b>		
<ul style="list-style-type: none"> <li>Possess strong organisational skills, often working to tight deadlines, with a calm and confident manner</li> </ul>	E	
<ul style="list-style-type: none"> <li>Ability to create and edit video</li> </ul>	E	
<ul style="list-style-type: none"> <li>Experience creating content for social media</li> </ul>		D
<ul style="list-style-type: none"> <li>Familiarity with Mailchimp newsletter platform</li> </ul>		D
<ul style="list-style-type: none"> <li>A working knowledge of WordPress</li> </ul>		D
<ul style="list-style-type: none"> <li>Able to prioritise a heavy workload, multi-task and perform effectively under pressure with excellent attention to detail</li> </ul>	E	
<ul style="list-style-type: none"> <li>Excellent written / spoken English with impeccable telephone / email manner</li> </ul>	E	
<ul style="list-style-type: none"> <li>Confident building relationships with a variety of stakeholders</li> </ul>	E	
<ul style="list-style-type: none"> <li>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</li> </ul>	E	
<ul style="list-style-type: none"> <li>Self-motivated, high-energy and pro-active with a 'can do' attitude and a tendency to smile rather than frown</li> </ul>	E	
<ul style="list-style-type: none"> <li>Willingness to "muck in" and be hands-on, including with everyday tasks</li> </ul>	E	
<ul style="list-style-type: none"> <li>Understand why trees, the environment, wildlife, education and wellbeing are important to people's lives and be able to 'champion' the cause and build on this knowledge</li> </ul>	E	

### Attitudes:

- Highly practical and resourceful problem solver
- Attention to detail with high professional standards
- Diplomatic and collaborative, builds positive relationships quickly and enjoys the company of others

- Approachable
- Resilience and tenacity
- Can-do, self-starter
- Able to work occasional weekends / evenings for events or specific comms activities (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

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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.

We are about to develop a new 3 – 5 year strategic plan and 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 and a growing force of Young Tree Champions who help plant and establish trees in communities around England, Scotland and Wales.
- An annual community programme, which connects people with trees and the natural world, including 'Seed Gathering Season' each autumn and National Tree Week' each November.
- 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 and leading universities
- An important relationship with Network Rail as their 'critical friend'. We advise on vegetation management along 20,000 miles of railway corridors and deliver a multi-million-pound Network Rail community planting programme over the next three 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.

Our small, energetic team comprises:

1. **CEO**
2. Development Manager (*based Liverpool*)
3. Development Coordinator
4. **Director of Trees, Science & Research**
5. Head of Major Tree Planting Projects - National

6. Head of Major Planting & Ecology Projects – Southern (*based Stroud*)
7. Science & Research Projects Manager
8. Shared Outcomes Project Manager (*4 days per week*)
- 9. Director of Programmes, Partnerships & Comms**
10. Head of Comms & Partnerships (*based Liverpool*)
11. Communications Manager (Press & Public Affairs)
12. Communications & Policy Officer
13. National Tree Warden Scheme Co-ordinator (*based Leicester*)
14. National Schools Programme Manager (*based Winchester*)
15. Project Manager – Lottery Hedgerow Programme (*based Buckingham*)
16. Community Engagement Officer – Lottery Hedgerow Programme
17. **Director of Finance** (*part-time*)
18. Grants and Administration Officer (*4 days per week*)
19. Finance & Administration Officer (new role)

## TIMETABLE

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

The deadline for applications is midnight on **Tuesday 9 August 2022 by 5pm.**

Candidates selected for interview will be notified on **Friday 12 August 2022 by 5pm.**

First interviews will take place online in the week beginning **Monday 22 August 2022.**

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

**The Tree Council is an equal opportunities employer. We welcome applications from everyone regardless of age, disability, gender, ethnicity, religion and sexual orientation.**