

International Tree Foundation

Centenary Campaign Manager

Application Pack

March 2018



International Tree Foundation

Welcome

Thank you for expressing an interest in applying for the role of Centenary Campaign Manager with International Tree Foundation (ITF).

ITF is a pioneering environmental organisation originally founded in Kenya as Watu Wa Miti by Dr Richard Baker and Chief Josiah Njonjo. Richard Baker was generations ahead of his time in terms of recognising the importance of trees and forests in sustaining life on Earth. While we have a long history and an impressive list of achievements we remain a relatively modest organisation in size with a small staff team. We are a membership organisation and currently have just over 700 members and supporters, with 1,800 subscribers to our e-newsletter and annual Trees journal. Over the past 3 years we supported the planting of more than 2 million trees in Africa and the UK and supported more than 35,000 direct beneficiaries.

As a foundation we run three grant making programmes, which support community based organisations to protect and restore forests, plant trees and improve livelihoods. We have also developed an educational programme for schools, Tree Power, with partners in African and European countries. In addition we manage larger scale grant funded programmes in Africa and the UK. To celebrate our the centenary of our founding in Kenya we have launched our biggest ever campaign – 20 Million Trees for Kenya’s Forests – which aims to help community organisations plant 20 million trees in and around Kenya’s Water Tower forests by 2024.

The **Centenary Campaign Manager** will be responsible for effectively and efficiently managing and developing the **20 Million Trees Campaign** in Kenya. This is a full time position for **40 hours** per week based in the offices of our partner Botanic Gardens Conservation International in Langata, Nairobi.

You will find the following information in this Application Pack:

- The advertisement
- Background information about International Tree Foundation
- **Centenary Campaign Manager** - Job Description and Person Specification
- Terms and conditions

For further information about ITF, please visit: www.internationaltreefoundation.org

If you would like to apply for the **Centenary Campaign Manager** position, please send the following:

- Your CV (max 3 pages)
- A covering letter (max 2 pages) explaining why you believe your skills and experience make you suitable for the position and specifically how you meet each of the requirements in the person specification.

Please submit your completed application to <https://dumaworks.com/blog/job-vacancy-centenary-campaign-manager/> to arrive no later than midnight on **20th April 2018**.

We will hold interviews for shortlisted candidates on **Monday 14th May** in **Nairobi**.

We look forward to hearing from you and reading your application.

Yours
Andy Egan
Chief Executive

Advertisement



International Tree Foundation

Centenary Campaign Manager

Full time: 40 hours per week

Salary: negotiable

Nairobi

The Centenary Campaign Manager will be responsible for the development and effective implementation of ITF's Centenary Campaign [20 Million Trees for Kenya's Forests](#) to achieve optimum impact. The Campaign Manager will ensure that ITF builds fair, transparent, respectful and purposeful relationships with our partners and stakeholders. He/she will ensure participatory monitoring, evaluation and learning in relation to the Centenary Campaign.

JOB OBJECTIVE

The post holder will be responsible for the Centenary Campaign's:

- operational management
- development and growth
- financial management
- monitoring, evaluation & learning
- in-country fundraising
- representation and engagement with key agencies and stakeholders

For details of how to apply, please go to:

<https://dumaworks.com/blog/job-vacancy-centenary-campaign-manager/>

The deadline for applications is midnight on 20th April 2018.

Interviews will be held on Monday 14th May in Nairobi.

Background information about International Tree Foundation

International Tree Foundation (ITF) was originally founded in the UK in 1924 as Men of the Trees and has promoted and funded sustainable community forestry projects in the UK and internationally for over 90 years and has been responsible for the establishment of hundreds of millions of trees. Our vision is a world where trees and forests flourish and where their vital role in supporting planetary and human well-being is valued and nurtured.

ITF is a registered charity and a company limited by guarantee. ITF's mission is to protect, plant, cultivate and promote trees in partnership with local communities in ways which support the:

- conservation of trees, forests, associated biodiversity and indigenous knowledge about the wise and sustainable use of trees, plants, soils, water and other natural resources;

- advocacy and promotion of public awareness of both local and global environmental and socio-economic issues created by deforestation and unsustainable agriculture and the potential of trees to rehabilitate degraded land, generate livelihood benefits and combat climate change;
- building of the capacity of local communities to increase their resilience to environmental degradation and climate shocks through supporting the establishment of community-led natural resource management strategies;
- improvement of livelihoods in rural communities through the sustainable use of forests and forest products, especially through the cultivation and use of traditional foods and medicines to improve food security, nutrition and health;
- adoption of agro-ecology and agroforestry practices to develop sustainable agricultural systems that generate income, create jobs and business opportunities;
- development of socially and environmentally desirable local governance and community by-laws which meet the needs and aspirations of local communities, while contributing to the formulation of more effective national and regional policies.

We have four key **strategic objectives**:

- ENVIRONMENT - increase global tree cover, promote reforestation and appropriate tree cultivation
- EDUCATION - foster an understanding of the amenity, ecological and economic value of trees
- LIVELIHOODS - enable communities to develop (restore) sustainable and productive landscapes by tree cultivation
- CAPACITY BUILDING - build capacity in community organisations to advocate and implement community-based forestry and agroforestry



All of our work is guided and informed by distinctive **values**:

- **Partnership:** ITF seeks to develop respectful, equitable and sustainable partnerships with the organisation's it supports. We will provide a page for each of our partners on our website and publish project reports in our e-bulletin and on our website.
- **Accessibility:** ITF seeks to make its grants programmes and application processes accessible to both new and smaller organisations that may not have a lot of experience of applying for and securing funding
- **Transparency:** ITF will be open about its grant assessment criteria and award processes. We will provide information about the sources of the funds for the programmes.
- **Ethics:** ITF seeks to promote and uphold ethical relationships between people, the natural environment and wildlife. We seek to support projects that promote the equal participation of both men and women, comply with international guidance on child labour, and ensure animal welfare.
- **Self-evaluation and assessment:** ITF supports funded organisations to develop and build their capacity to evaluate and assess the effectiveness and impact of their projects. We will provide easy-to-use monitoring and evaluation tools. We expect our partners to provide accurate and honest information about the progress of their project, and to be open about any challenges experienced.
- **Learning and sharing:** ITF seeks to maximise opportunities for our partner organisations to share their experiences and learn from both each other and good practice from other initiatives – through our website, e-newsletter and where possible, participatory workshops.



Some key elements of our **approach** are:

- **Working in partnership with communities:** ITF implements community forestry projects in partnership with local communities, CBOs, NGOs and international agencies that are designed around local needs and aspirations.
- **Supporting new initiatives:** We support newly emerging community organisations that promote community-based forestry. We seek to assist them to build their capacity and thereby strengthen civil society.
- **Promoting gender equality and social inclusion:** Addressing issues of gender inequality, exclusion and social cohesion are integral to our approach and we seek to establish replicable models to scale up equitable and sustainable rural development.

- **Promoting environmental justice:** ITF seeks to address the connection between the global North's unsustainable demand for forest resources and the impact of this on people who rely on these resources in the affected areas of the global South. We support people and communities to voice their concerns and highlight the effects of the misuse of forest resources (timber and non-timber) on environments, livelihoods and social cohesion.
- **Appreciating the intrinsic value of trees:** We seek to increase people's appreciation of the intrinsic value of trees and forests as a source of tranquility, peace and enjoyment. Trees should equally be valued and respected as part of the natural wilderness and ITF supports efforts to protect natural forests from destructive human activity and to encourage their regeneration.
- **Sharing knowledge:** We aim to offer a world-class resource for the capture and dissemination of knowledge about the ways in which trees can be used to improve livelihoods, rehabilitate degraded environments and create new business and employment opportunities for marginalised communities.

Our **programmes** provide support for a wide range of community based organisations who are working with local people to make a positive difference to the environment and livelihoods. We currently operate four key programmes:

- Our **Africa Drylands Programme** is tackling desertification in the Sahel region and supporting a range of greening, natural regeneration and agro-forestry initiatives.
- Our **Sustainable Community Forestry Programme** supports a diverse range of community scale projects that conserve, restore and protect indigenous forest resources, habitats and associated biodiversity. It supports community-led natural resource management to promote reforestation, improve nutrition, food security and local livelihoods through sustainable use of trees.
- Our **Tree Power Schools Programme** combines global and outdoor learning to encourage young people's development as both Tree Explorers and Tree Guardians - who care for trees and the environment to safeguard our future well-being.
- Our **UK Community Tree Planting Programme** supports community projects that conserve, restore and protect indigenous trees and woodlands, forests, habitats and associated biodiversity; support community engagement in tree planting to promote reforestation and to increase awareness of the importance of trees and forests to environmental and human well-being; and encourage social cohesion and inclusion.



Centenary Campaign Manager (40 hours per week)

Job Description and Person Specification

Job Description

Overall purpose

The Centenary Campaign Manager will be responsible for the development and effective implementation of ITF's Centenary Campaign: *20 Million Trees for Kenya's Forests*. He/she will be responsible for ensuring alignment with our strategic objectives and ensuring that the Centenary Campaign achieves optimum impact. He/she will ensure that ITF builds fair, transparent, respectful and purposeful relationships with our partners, grantees and stakeholders. He/she will ensure participatory monitoring, evaluation and learning in relation to the Centenary Campaign.

JOB OBJECTIVE

The post holder will be responsible for the Centenary Campaign's:

1. operational management
2. development and growth
3. financial management
4. monitoring, evaluation & learning
5. in-country fundraising
6. representation and engagement with key agencies and stakeholders

LOCATION

Nairobi, Kenya

REPORTING TO

This position reports to the Programmes Manager (PM) based at the ITF head Office in Oxford, UK.

LINE MANAGEMENT RESPONSIBILITIES

None

CORE DUTIES

The Centenary Campaign Manager will receive support from the PM, the Finance Manager and Fundraising and Communications Officer for core duties as identified below. S/he will require progressively less support as s/he gains experience, but will continue to liaise closely with these UK based colleagues.

1. Centenary Campaign Management (Support from PM and Finance Manager)

Project management:

- Manage the existing Campaign programme in liaison with the PM
- Prepare and implement annual Campaign workplans in liaison with the PM
- Ensure regular narrative and financial reports and review meetings
- Produce Campaign reports and case studies for fundraising and communications purposes
- Recruit and manage consultants and volunteers as necessary
- Liaise regularly with the PM regarding progress, issues, challenges, opportunities, risks.

Partner management:

- Establish and maintain excellent relations with project delivery partners
- Help project partners to develop realistic annual workplans
- Ensure that partners deliver against tree planting and financial targets and donor requirements
- Support capacity building and organisational strengthening of our partners to increase impact
- Co-ordinate training and networking opportunities for partners, to share best practice
- Visit all Campaign projects at least twice per year to build good relations with community members and institutions, government officials and agencies, and to ensure excellent tree planting and forest restoration in line with Campaign objectives

2. Centenary Campaign development (Support from PM)

- Develop and manage the implementation of a rolling Campaign development plan
- Identify and develop opportunities to bring on board new partners, projects and sites into the Campaign in order to achieve the target of planting 20 million trees by 2024
- Work with new partners to develop proposals including budgets and tree planting plans
- Draw up agreements with new partners

3. Campaign financial management (Support from Finance Manager and PM)

- Prepare annual country-level Campaign budgets for sign-off
- Help partners to develop realistic annual budgets
- Draw up MoUs with partners ensuring clarity over financial arrangements
- Ensure Campaign partners understand how to produce good financial reports
- Manage and monitor the Campaign budget with support from the Finance Manager
- Ensure financial integrity and rigorous management and reporting: review financial reports and ensure that ITF financial management standards are maintained
- Prepare accurate finance projections at the request of the Finance Manager and PM

4. Campaign Monitoring, Evaluation & Learning - MEL (Support from PM)

- Support partners to develop monitoring, evaluation and learning frameworks in line with the ITF MEL Policy
- Help partners develop participatory MEL systems, engaging local communities and institutions in the process and integrating learning into future work
- Use the MEL system to track overall progress on the Campaign and keep ITF and strategic partners informed
- Commission evaluations involving suitable in-country expertise
- Facilitate the sharing of learning between partners and with relevant external stakeholders
- Develop and use standard project reporting systems to produce reliable data
- Develop processes to obtain and use GIS data to enable mapping of all Campaign sites
- Help the PM to develop the new 'Projects and Trees' database and mapping system
- Manage the 'Projects and Trees' database and mapping system for the Campaign, as a pilot for all ITF's programmes
- Make regular field monitoring visits to Campaign projects and report back to ITF and partners

5. In-Country Campaign fundraising (Support from PM and Fundraising Officer)

- Work closely with the Fundraising Manager to increase funding for the Campaign
- Identify potential in-country donors in keeping with ITF's Ethical and Environmental Policy
- Develop pitch materials, approaches and opportunities to 'sell' the Campaign through e.g. networks, conferences, employee engagement opportunities

- Attract support from suitable corporate, institutional, governmental and individual donors
- Develop high quality funding applications in collaboration with the Fundraising Manager for in-country donors e.g. embassies in Kenya
- Generate funds in-country to meet agreed annual targets
- Contribute to international fundraising applications in liaison with PM and Fundraising Officer

6. Campaign representation (Support from PM and Communications Officer)

- Develop presentations and materials about the Campaign
- Represent and speak on behalf of ITF and the Campaign with funders, media, policy and decision makers and other international and national non-government organisations, as appropriate
- Participate in Kenya-based environmental, development and funder networks relevant to the Campaign and ITF's work
- Contribute engaging stories, pictures and materials about the Campaign for the ITF website, social media and publications
- Raise the profile of the Campaign in Kenya and beyond

7. Engagement with key agencies and stakeholders (Working with PM)

- Support the PM to develop agreements with strategic partners including government agencies, NGOs and international organisations interested in supporting the Campaign
- Support the PM to agree appropriate Campaign governance structures with strategic partners
- Organise and effectively manage regular meetings of the Campaign Advisory Group or other agreed governance structures
- Establish good working relations with the in-country host organisation
- Explore and implement options agreed with the PM to establish ITF as a registered organisation in Kenya

8. Other duties

- Participate and contribute to ITF staff team meetings and activities
- Undertake other responsibilities not outlined above which are commensurate with a role of this nature and which have been discussed and agreed with the PM
- All ITF staff are expected to contribute towards developing a supportive working environment, and demonstrate a commitment to professionalism and respect, transparency and accountability and uphold quality standards as outlined in ITF's policies and procedures.

Person Specification

1. Knowledge and experience

- Demonstrable experience of managing, monitoring and evaluating projects which promote environmental sustainability and/or livelihoods improvement
- Understanding of community participatory approaches and gender issues
- Solid understanding of the social, environmental, economic and institutional context for forest restoration and agroforestry in Kenya
- Proven experience of financial management, including budgeting and financial reporting
- A successful track record of securing donor funding of at least KES1,000,000 per annum

- Appreciation of ITF’s strategic objectives and the role that trees play in maintaining a healthy environment and in contributing to peoples’ well-being
- Good knowledge of at least one of the following: tree nurseries and plant propagation; agroforestry; forest restoration.

2. Skills and abilities

Essential:

- Effective project management and financial management skills
- Excellent communication, interpersonal and relationship-building skills, including the capacity to resolve conflict and strong negotiation skills
- Self-starter: ability to set and deliver own work-plans and meet milestones and deadlines
- Proven ability to write compelling proposals and reports communicating complex information
- Good literacy, numeracy and IT skills including the ability to use spreadsheets
- Ability to use database and GIS packages
- A responsible and flexible team player
- Able and willing to undertake national and international travel, up to 8 weeks a year, and attend occasional events outside of normal hours if required

Desirable:

- Clean driving licence

3. Qualifications

- At least two years’ experience in a project management role
- MSc (or BSc plus substantial experience) in a relevant subject: Forestry, Natural Sciences, Environmental Management, Conservation, Sustainable Agriculture, Community Development, Project Management

Terms and conditions

Hours:	40 hours per week
Based in:	Nairobi
Salary:	Negotiable
Contract:	3 years with possibility of extension
Probationary period:	6 months
Holidays:	20 days per annum pro rata plus statutory holidays and 3 days over Christmas period
Health Insurance:	Employer contribution to health insurance scheme