

INTERNATIONAL TREE FOUNDATION

Communications and Marketing Officer

Application Pack

June 2018



International Tree Foundation

Welcome

Thank you for expressing an interest in applying for the role of Communications and Marketing Officer with International Tree Foundation (ITF).

ITF is a pioneering environmental organisation originally founded in Kenya as Watu Wa Miti (People of the Trees) 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. Last year, we supported the planting of over half a million trees in Africa and the UK and increased the incomes of 6,891 people.

As a foundation, we currently run three grant making programmes targeting community-based groups in the UK and Africa. We run innovative educational work in the UK linking outdoor education and global learning, through our [Tree Power](#) schools programme and our part in the [Fruit-full Communities](#) project.

In Africa, we build the capacity of community-based organisations (CBOs) to run larger-scale projects with more impact for beneficiaries.

In 2016, we launched our biggest ever campaign '[20 Million Trees for Kenya's Forests](#)', which runs until 2024. The campaign aims to plant 20 million trees in Kenya's highland forests, improve the livelihoods of 50,000 households and engage primary school children in tree planting.

We are also launching a new 3 year project in Cameroon this year, the Mount Bamboutos Initiative, and are developing a number of further mid to large-scale projects.

ITF is at an exciting period of development, with a new 5 year strategy aiming to significantly increase our impact and visibility. The successful candidate will play a key role in developing and implementing communications and marketing plans to make this happen.

The Communications and Marketing Officer post is a part-time role based at our offices in Oxford, England.

You will find the following information in this Application Pack:

- The advertisement
- Background information about International Tree Foundation
- Communications and Marketing Officer - 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 Communications and Marketing Officer 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 info@internationaltreefoundation.org to arrive no later than **midnight on Monday 2 July 2018**.

We will hold interviews for shortlisted candidates on Monday 9th or Tuesday 10th July in Oxford.

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

Yours

A handwritten signature in black ink, appearing to read 'A Egan', written in a cursive style.

Andy Egan
Chief Executive

Advertisement



COMMUNICATIONS AND MARKETING OFFICER

£22,889 - £26,010 pro rata

Part time: 21 hours per week

Are you a brilliant communicator with cutting edge social media skills?

Do you have a passion for environmental issues and an appreciation of the importance of trees in sustaining life and human well-being?

Are you an effective planner and organiser with a determination to succeed?

If your answer is 'Yes' to all these questions then this could be the role for you.

International Tree Foundation (ITF) is a charitable company that runs tree planting and education programmes in the UK and Africa. ITF supports community-led initiatives that protect, plant and promote trees and forests in order to preserve biodiversity and habitats, reverse deforestation, improve livelihoods and tackle climate change. This is an exciting time for a creative and dynamic communications and marketing professional to increase awareness of and support for ITF's work.

The Communications and Marketing Officer will be responsible for leading the development and driving the implementation of ITF's communications and marketing strategy, increasing our profile globally.

Key duties include:

- Digital marketing, social media and website management
- Media relations
- Coordinating, copywriting and distributing ITF's annual publications
- Individual giving fundraising (direct mail, digital appeals and crowdfunding)
- Supporter relationship management
- Events management

This is a part time position based at our offices in Oxford. The starting salary offered is £22,889 - £26,010 per annum pro rata (£13,733 – 15,606 actual) depending on experience.

Please see the application pack or go to <http://internationaltreefoundation.org/jobs/> for details of how to apply.

The deadline for applications is midnight on Monday 2nd July 2018. Interviews are expected to be held in our offices in Oxford on Monday 9th July or Tuesday 10th July.

Background Information

International Tree Foundation (ITF) has a remarkable history dating all the way back to 1922 when what would become a global tree planting movement began in Kenya with Watu wa Miti (People of the Trees). Formally established in the UK in 1924, ITF instigated the concept and practice of community (or social) forestry. This model spread around the world and has inspired communities to plant an estimated 26 billion trees.

ITF's founder, Richard St. Barbe Baker, has been described as the world's first global environmentalist. Baker wrote more than 30 books and spent most of his life travelling the world to promote forest protection and tree planting. Baker appreciated that trees were not only important for purifying the air that we breathe, ensuring freshwater and maintaining biodiversity, but also in regulating the climate (long before science validated his conviction). Baker also understood the vital role of trees in maintaining soil health and preventing erosion, degradation and desertification; all of which are also essential in enabling trees to provide the nutritious food and natural medicines to enable human health and well-being.



ITF's holistic approach is reflected in our instigation of the first Earth Charter in 1948 and in helping to establish the organic agriculture movement.

Our paramount strength is our community led approach to forest protection and restoration and agroforestry.

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

- 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.



Job Description and Person Specification

Communications and Marketing Officer

Job Description

Overall purpose

The Communications and Marketing Officer will be responsible for:

- (i) Leading the development and driving the implementation of ITF's communications and marketing strategy, ensuring that activities are consistent with our Ethical and Environmental Policy;
- (ii) Raising the global profile of ITF and its work;
- (iii) Working closely with the Fundraising Officer and Fundraising Assistant to grow financial support from individual giving campaigns and relationship management;
- (iv) Ensuring effective monitoring, evaluation and learning in relation to all our communications and marketing activities.

Reporting

This position reports to the Chief Executive

Reports

Communications and marketing volunteers

Current portfolio:

- Digital marketing, social media and website management
- Media relations
- Coordinating, copywriting and distributing ITF's annual publications (Impact Report, Trees Journal and Annual Report & Accounts)
- Individual giving fundraising (direct mail, digital appeals and crowdfunding)
- Supporter relationship management
- Events management

Responsibilities

1. Communication

- Develop branding, messaging and communications plans in line with ITF's new five year strategy.
- Showcase ITF's programmes and projects, liaising closely with ITF staff and community based partners on the ground.
- Raise ITF's profile through securing media coverage in the UK and Globally.
- Design, produce and distribute ITF marketing, promotional and project-related materials.
- Write and edit the ITF monthly e-newsletter, and print publications including the Impact Report, Annual Report & Accounts and Trees Journal.
- Manage and develop the ITF website.

- Manage all of ITF digital communications platforms and evolve these with leading industry practice as required.
- Commission and oversee the services of designers, printers and mailing houses as required.

2. Marketing and Income Generation

- Develop individual giving plans including direct mail, digital fundraising and appeals to meet annual fundraising targets.
- Identify new individual giving platforms and opportunities.
- Grow individual giving through campaigns and appeals (current 2018 portfolio includes a Radio 4 Appeal, the Big Give, crowdfunding, direct mailing, advertising and leaflet inserts).
- Develop ideas for new income generation activities.
- Work closely with the Fundraising Officer and Assistant to coordinate ITF's individual giving activities, including the development of high net worth donors, legacy giving, crowd funding and appeals, and to ensure all programmes and supporter engagement activities where relevant are optimised for fundraising and income generations.
- Sit on the Trustee Fundraising Sub-group.
- Manage the annual marketing budget.

3. Monitoring, evaluation and learning

- Ensure effective monitoring and analysis of communications and individual giving activities and prepare quarterly reports.
- Provide internal income analysis, forecasting and reporting for the Chief Executive and for the Board of Trustees (quarterly).
- Support colleagues and partners in contributing to writing evaluation and learning materials and reports.
- Contribute to the exchange and sharing of learning with relevant external stakeholders and partners.

4. Other duties

- Participate and contribute to staff team meetings and activities.
- Recruit and supervise communications and marketing volunteers
- Liaise with the Chief Executive and Finance Manager in preparing annual budgets for communications and income generation 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 line manager.
- 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 policies and procedures, and in compliance with ITF's Diversity and Equal Opportunities Policies.

Person Specification

Knowledge and experience

- At least two years relevant communications and marketing experience (essential)
- Proven experience of implementing successful communications activities (essential)
- Experience of generating income through digital and print channels (essential)
- A successful track record of generating income in excess of £100,000 per year (desirable)
- Proven experience of cultivating and managing successful donor relationships (desirable)
- Experience of managing staff and volunteers
- Experience of budget management
- Experience of events management (highly desirable)
- Understanding of community-led approaches to forestry, agroforestry and natural resource management, especially in Africa
- Empathy with ITF's strategic objectives and appreciation of the role that trees can play in maintaining a healthy environment and in contributing to peoples' well-being and quality of life (essential)

Skills and abilities

- Excellent communication, interpersonal and relationship-building skills (essential)
- Proven ability to write compelling and concise copy, communicating complex project information to the public and prospective donors (essential)
- Experience in updating websites, managing social media platforms and writing engaging newsletters, using Wordpress and Mailchimp (highly desirable)
- Design and picture editing skills (desirable)
- Photography and video editing skills (desirable)
- Effective planning and organising skills in order to meet tight deadlines (essential)
- A responsible and flexible team player (essential)
- Able and willing to attend occasional events outside of normal hours if required (essential)
- Able and willing to undertake international travel (highly desirable)

Qualifications

A Degree level qualification or equivalent professional qualification, ideally in one of the following areas: Communications, Public relations, Marketing, Fundraising, Media, Business Management.

Terms and conditions

Hours:	21 hours per week
Salary:	£22,889 - £26,010 per annum pro rata (£13,733 – 15,606 actual)
Contract:	Permanent
Probationary period:	6 months
Holidays:	20 days per annum plus statutory holidays and 3 days over Christmas period
Pension:	Contributory pension scheme with life cover
Benefits:	Staff training package, weekly 'Well-being hour' (pro rata), flexible working, cycle to work scheme, childcare vouchers.

See our [Recruitment Privacy Notice here](#).

