



Communications and Engagement Officer

About the International Tree Foundation

Trees are brilliant. They provide the air we breathe and they clean it too. They're a home for wildlife. They provide shelter, shade and food. And they give us a deep sense of awe and wellbeing.

At ITF, we are deeply passionate about trees and the huge benefits they can have for people and planet. But our work has always been about more than planting individual trees. It is about empowering communities to protect and benefit from the landscapes around them. It's about stopping threatened species from going extinct and reversing biodiversity loss. It's about gender justice and giving people the tools to transform their lives. We care for the planet and we care for people too, including our staff.

About you

We're looking for someone with previous experience in a communications role who wants to use their skills to help raise funds and support for tree planting. You'll be an integral part of a small team, helping to create and deliver campaigns and projects that inspire people to plant trees and protect our planet. You'll need to be proactive and creative with a keen eye for detail and passionate about creating change.

Purpose of the role

As an integral part of our Communications and Engagement team, you'll use your great communication skills, both verbal and written, to reach new individual donors and inspire them to plant trees that transform communities. You'll also ensure that current supporters feel valued and appreciated and that they understand the difference that their generosity makes.

You'll help write and craft content for our social media and website. And you'll write emails and fundraising communications to increase support for ITF. You'll also be key to helping ITF reach new supporters, so experience in digital marketing and SEO would be of great value.

You'll need a love of communications and a passion for people, a keen eye for detail and an interest for testing, tweaking and improving what we do to help us reach our objectives.

Key responsibilities

Communications, fundraising and engagement

You will lead and support a wide range of ITF's communications, such as:

- Write, create and edit content for the website, newsletter, social media, and fundraising appeals that inspires, drives action and increases donations
- Explore and implement new innovations, fundraising campaigns and methods to generate new supporters and increase income
- Help improve our website to better convert new supporters and collect contact details, particularly email addresses
- Reach new audiences through digital marketing like Facebook ads, SEO and Google ads
- Work on campaigns that raise awareness of ITF, increase our database and drive donations
- Create, implement and improve supporter journeys to drive donations
- Work with the Programmes team to gather and generate content for use in comms and appeals
- Design materials and social media assets
- Edit photos and videos and keep our media library up to date
- Ensure our communications are tailored to the audience they are intended for to maximise impact and generate funds
- Help to make continuous improvements and innovations to our systems, assets and processes to maximise efficiencies, engagement and generate income
- Work with the wider team to maximise campaign and project opportunities to bring in new supporters to the ITF community
- Provide support to the wider ITF team to make sure tone of voice and brand is adhered to

Supporter care

You will lead and support a wide range of ITF's engagement with supporters, such as:

- Respond to enquiries from individual supporters, and prospects, ensuring that everyone receives an excellent standard of supporter care
- Keep supporter retention high, by explaining how donations positively contribute towards the cause and inspiring people to plant more trees

- Explore and innovate new ways to improve the supporter experience, attract ITF supporters and grow our income
- Develop a sound understanding of ITF's programmes, so that you can speak with knowledge to enthuse donors and progress their enquiries as required
- Ensure timely and individualised thanking for all donations and support
- Ensure supporter records are kept up to date and data entry is accurate on our database and is compliant with data protection regulations

Other duties

- Support the wider ITF team with additional projects where agreed with line manager
- Participate and contribute to staff team meetings and activities
- Undertake other responsibilities not outlined above which are appropriate with a role of this nature and which have been discussed and agreed with the line manager

All 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.

Knowledge and experience

Essential

- Interest in and concern for trees and environmental issues
- Experience in a fundraising, marketing, communications or sales position
- Strong communication skills, both written and verbal with an excellent standard of English
- Ability to write for multiple audiences to drive action
- Interest or experience with digital marketing, particularly social media ads, Google ads or SEO
- Experience of cultivating and managing successful supporter relationships
- Experience with social media and community management
- Experience or interest in editing websites or uploading blogs
- Passion for people and ability to inspire people, particulate when speaking on the phone
- Proactive initiative taker, able to lead on projects and find ways to improve what we do
- Ability to work with a high level of accuracy
- Good organisational skills and the ability to prioritise workload

Desirable

- Experience in photo editing and video editing
- Experience working with a database
- Experience of donation payment systems and processes
- Experience and knowledge of compliance with GDPR

Terms and conditions

Job details

Salary:	23,688 - 29,972
Hours:	4-5 days a week
Contract:	Permanent
Location:	Hybrid – generally 2 days a week in our office in Oxford (Can be negotiated for strong candidate)
Reports to:	Communications and Engagement Manager
Probation:	3 months
Holidays:	27 days per annum plus statutory holidays
Pension:	Contributory pension scheme with life cover
Benefits:	Staff training package, weekly 'wellbeing hour' (pro rata), flexible working, cycle to work scheme.

To apply

To apply, please send a one-page cover letter and your CV to jobs@internationaltreefoundation.org

Closing date: Midnight Sunday 18th February

Planned interview date: Thursday 22nd February

If you have any questions about the job, please email jobs@internationaltreefoundation.org

Please note we can only consider applications from people with the right to work in the UK.