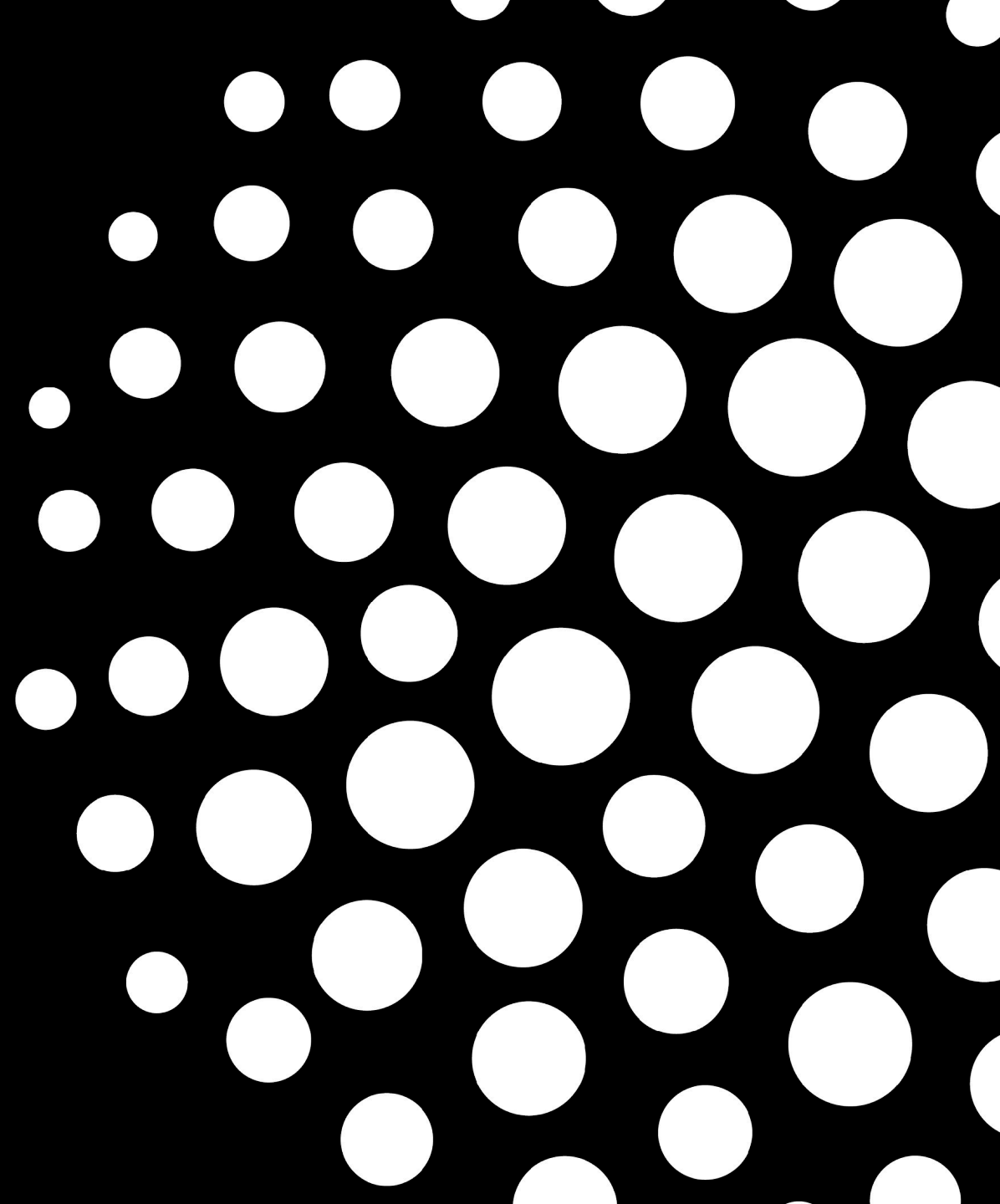


# Communications Lead - Corporate Performance

December 2024



# Welcome to Global Canopy

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**We are so pleased you found us.** Global Canopy is an ambitious, creative and dynamic not-for-profit targeting the market forces destroying nature.

Our special focus is on ending global deforestation, most of which is driven by agricultural expansion for commodities like beef, soy and palm oil that end up in products we all use every day.

In fact, our research shows that \$6 *trillion* in private finance each year is driving this destruction – including 20% of the money that we all put into our pensions.

This is a major driver of climate change, of biodiversity loss and of human rights abuses. To tackle this we deliver radical transparency through our award-winning data platforms, detailing how consumer markets are linked to nature loss.

We enable major companies, investors and governments to take positive action, and we help campaigning organisations and investigative journalists shine a light on those not doing

enough. And we help policymakers to design laws that make it mandatory for the private sector to change.

We are now growing rapidly as an organisation – expanding our work and teams in key geographies like Brazil and South East Asia. And we are deepening our relationships with major investor networks as we redouble work to remove deforestation and nature-related impacts from lending and investment portfolios worldwide.

As part of our team, you will be at the heart of global efforts to tackle the intertwined climate and nature crises. And you will find yourself surrounded by engaged, positive and committed colleagues determined to make a difference.

Please join us, this is urgent.

**Niki Mardas**, Executive Director



# About Global Canopy

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Global Canopy is a data-driven not for profit delivering real transparency and accountability for market impacts on nature and people. Our special focus is on ending deforestation – an essential step in achieving urgent global goals on climate, nature and human rights.

We deliver our work via three main strategies:

1. on **open data** (including via major global data platforms like [Trase](#), [Forest 500](#), [Forest IQ](#), and [ENCORE](#));
2. on creating stronger **voluntary and compliance frameworks** to address nature loss (we are a founding partner of the [TNFD](#));
3. and on accelerating **accountability and action by the finance sector** towards deforestation-free portfolios.

Our platforms, data and insights are relied upon by Fortune 500 companies, major financial institutions, national and regional governments, and some of the most effective campaigning organisations worldwide.

We work globally, with a focus on both forested regions (particularly across Latin America and South East Asia), and major consumer and financial markets (with a focus on Europe, the US, Singapore and China).

We have a distributed team of around 60 people worldwide, with a main office in Oxford (UK). We work via close and deep partnerships, including with institutions like the Stockholm Environment Institute, the UN Climate Change High-Level Champions, UNEP Finance Initiative, the World Conservation Monitoring Centre, the Zoological Society of London, and many many others.

# Corporate performance

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A growing number of companies and financial institutions are seeking to mitigate their impacts on nature. But many have made commitments that are not being met, and others are failing to take any action at all.

We hold to account through our **Forest 500 project**, assessing the policies and performance of influential companies and financial institutions. And our **Deforestation Action Tracker** monitors financial institutions with significant climate commitments to track their action on deforestation and associated human rights abuses.

We also support financial institutions and investors with our suite of **Deforestation-free Finance Guidance** and a forthcoming new tool, **DEFT Pathway**, to support effective engagement with high-risk companies. We support the finance sector, policy makers and other stakeholders by providing market-leading data on deforestation and ESG metrics through **Forest IQ**.

55%

of global GDP is moderately or highly dependent on nature





**\$6.1tn**

of finance flowed to  
companies in forest  
risk supply chains  
in 2023

# The role: overview

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This role will lead strategic communications for Global Canopy's programme objectives under the **Corporate Performance programme**, and will support Global Canopy's wider communications to build the organisation's profile, brand and messaging.

Working as part of the Uptake workstream within Corporate Performance, and also as part of the Global Canopy Communications team, you will take responsibility for leading all aspects of public relations for the programme - press, media, events, promotion and publicity.

Our communications work is purposeful, targeted and centred on contribution to our strategic aims. You will drive communications to ensure that our data, frameworks and analyses reach our target audiences to deliver our overall mission.

You will bring your strong experience of developing communications strategies on global issues and working with multiple partners to tell the story of Global Canopy's Corporate Performance brands and projects, how they create value for our users and audiences, and what this means for nature, forests and people.

You will contribute to a culture of kindness, collaboration, rigour and accountability in equal measure. You will come to work with a sense of urgent mission, but one balanced by emotional intelligence. You will share our conviction that it is not just what we do that matters in our working life, but how we do it too.

# The role: responsibilities

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Key responsibilities will include:

- Leading the communications strategy and delivery for a key programmatic area for Global Canopy.
  - Developing and delivering brand strategies for Global Canopy projects and products.
  - Leading the delivery of the activities and outputs as set out in the programme/project communications strategy and plans.
  - Establishing and maintaining key media contacts to deliver coverage and increase awareness of the programme/project among key target audiences.
  - Acting as key liaison with partner organisations, such as private sector initiatives, NGO partners and others to leverage information and collaborate.
  - Managing external communications agencies working in support of the programme and associated projects.
  - Management of communications budgets.
- Line management.
  - Monitoring, management, and reporting against the communications indicators in programmes and overall communication team KPIs.
  - Supporting all Global Canopy staff in the development of strong communications work, including providing training and guidance to communications and programmatic team members.

# About you

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**For success in this role,** these things will matter the most:

- Writing - demonstrable experience of creating compelling and concise written pieces both from scratch and from detailed technical information, accurately and creatively.
- Planning - demonstrable experience of creating and delivering communications plans for data/insight, brand and product releases, or in response to external events, to deliver on Global Canopy's strategic priorities.
- Engage and influence - demonstrable experience of building relationships with key people and organisations including journalists and partner organisations.
- Decision-making - make sound tactical decisions on the right public relations approach and messaging emphasis to ensure our external communications work remains tightly aligned with our strategy for engagement and impact.
- Innovative - bring new ideas and approaches to the table, think creatively and question assumptions.

**Essential behavioural competencies:**

- Solutions and action-oriented: able to prioritise effectively and work autonomously to develop and deliver strategy / tactics, meet deadlines and proactively ensure dependencies are in place.
- Collaborative: creating buy-in and enthusiasm.
- Entrepreneurial and adaptable: able to respond flexibly to a fast-moving internal and external context, and to get new ideas off the ground.

**Required skills and experience:**

- Outstanding written and verbal communications skills.
- Experience and success in strategic communications i.e. using communications to deliver on strategic goals through many routes, including advocacy, engagement, partnership working.

Continues>>>



# About you (continued)

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- Track record in creating, delivering and evaluating communications plans; including a strong focus on press and media relations.
- Track record of working with complex or technical information and making it accessible to a variety of audiences.
- Track record of working on global issues with multiple partners.
- Experience of building relationships with journalists, and partnering with other organisations to leverage impact.

## **Desired skills and experience:**

- Experience communicating messages that represent minority or underrepresented groups.
- Management experience (line management, volunteer management, or freelance service providers).
- Experience of working in organisations with a multi-project portfolio.

- Experience communicating about the nature/climate crises.
- Knowledge of different types of financial institutions.





# Our values

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As an organisation committed to achieving system-wide change, we operate in a challenging environment. Our organisational values help guide our ways of working and keep us accountable to these standards:

**Entrepreneurial** – We develop bold new ideas to catalyse system wide change.

**Impactful** – We learn from what works, hold ourselves and others accountable and work in collaboration with others.

**Inclusive** – We celebrate diversity, value teamwork and support individuals to fulfil their potential.

**Clear** – We listen actively, think critically and communicate with clarity.



# Salary & benefits

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## Salary

£52,000 full time equivalent

This role sits within Band D on Global Canopy's remuneration framework.

## Nature of contract

Full time. Permanent. We are a flexible employer and welcome candidates wishing to work flexibly.

## Base

Our office is in Oxford, with flexible home-working (within UK) arrangements in place. Each of the Communications and Corporate Performance teams meets in the office once a month. More visits may be driven by organisational need.

## Holidays

36 days (including bank/public holidays) for discretionary use across the annual leave year. Option to purchase up to an additional 5 days or equivalent of one week's leave.

## Pension

Employer pension contribution of 7%.

## Healthcare cashback plan

Covering dental fees, eye-care, wellbeing, physiotherapy, chiropody and much more – for you and any children.

## Group Life Assurance

Paying a lump sum of 3 times annual salary

## Group Income Protection

Paying 75% of annual salary for up to 2 years (for long term sickness).

## Employee Assistance Programme

Which provides free, confidential advice on personal and legal matters.

## Other

Huge range of discounts and cashback deals at gyms, restaurants, holidays, and much more.

# How to apply

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To apply for the position, please use this [link](#) and submit an up-to date CV and covering letter.

The covering letter should explain your motivation for the role, and how your skills and experience fit the person specification. (Please no more than 1 side of A4).

All candidates are asked to complete an anonymous diversity monitoring form when they apply.

The closing date for applications is **6 January 2025 at 9am GMT**. Early application encouraged. We may close applications early if suitable candidates are identified.

Screening calls are provisionally planned for w/c 13th January, and will be conducted remotely via a video call.

At Global Canopy, we value diversity and inclusion. You can read our diversity statement on our [website](#). We encourage applications from all backgrounds and are committed to having a team with a diverse set of skills, experiences and abilities.

Global Canopy works on issues of global deforestation. We are particularly interested in strengthening our team to include those with a background from forest regions such as Latin America and South East Asia. We would welcome applications from people from these regions.

If you have any questions about the position, then please contact: [hr@globalcanopy.org](mailto:hr@globalcanopy.org).

Applicant data will be managed in accordance with the candidate privacy policy available on our [website](#).



# Thank you

**HR Team**

[hr@globalcanopy.org](mailto:hr@globalcanopy.org)

Find out more at [globalcanopy.org](http://globalcanopy.org)