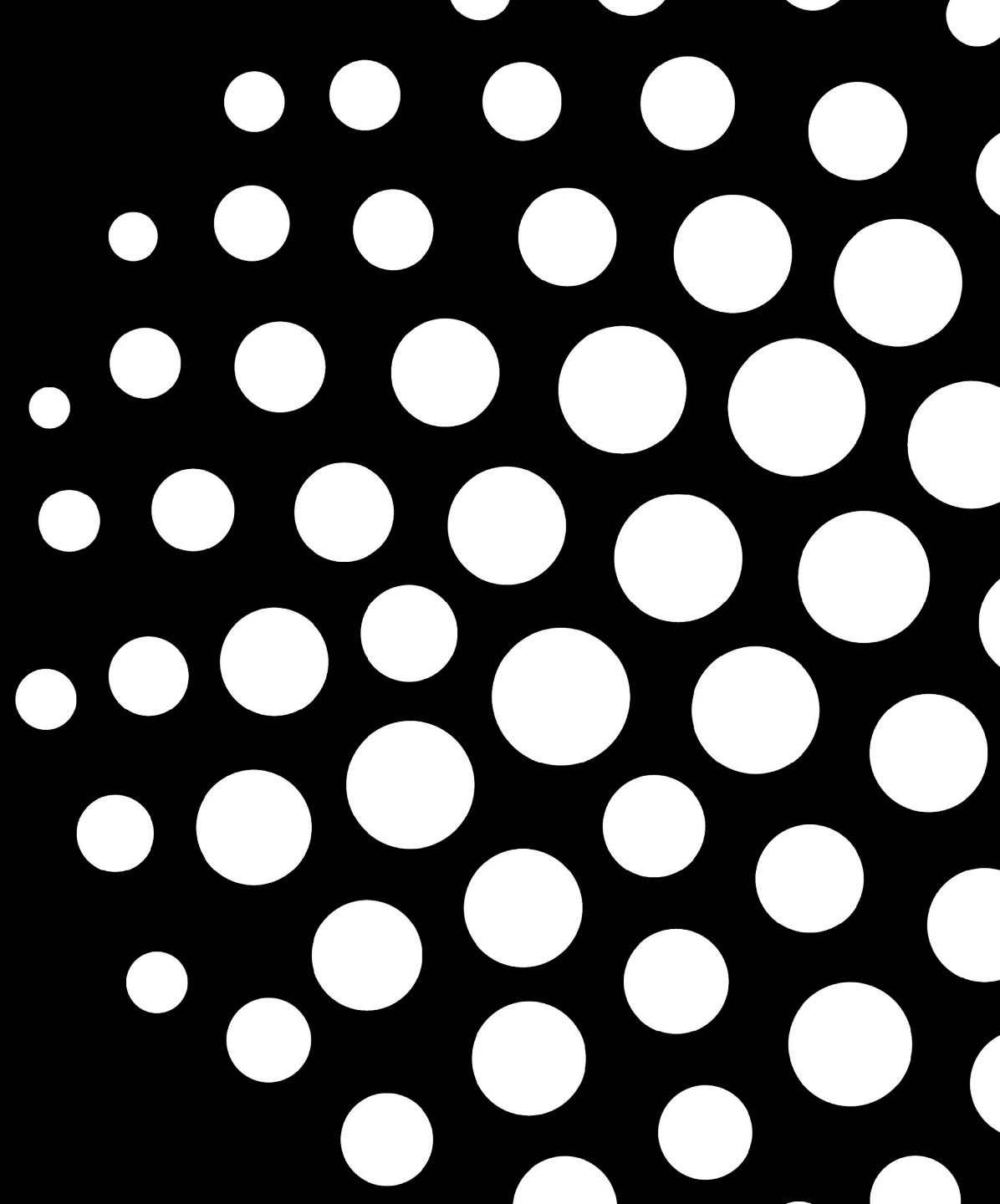


Communications Lead - Trase Trase

March 2024



Welcome to Global Canopy

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

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.

Trase

Trase is a data-driven transparency initiative that revolutionises our understanding of the international trade and financing of agricultural commodities which drive tropical deforestation. Its unique supply chain mapping approach brings together disparate, publicly available data to connect consumer markets to deforestation and other impacts in producer countries.

Trase's free online tools and actionable intelligence enable governments, companies, financial institutions and civil society organisations to take practical steps to address deforestation. Trase is jointly led by the Stockholm Environment Institute and Global Canopy, with many further partners and collaborators.

You will be part of a leading, multinational, multidisciplinary, and multilingual team of experts, delivering this exciting program in a way that is effective, manageable and fun! We value diversity, inclusivity and creativity at the core of what we do.

55%

**of global GDP is moderately
or highly dependent on
nature**

A low-angle, upward-looking perspective of several modern skyscrapers with glass facades. The buildings are silhouetted against a vibrant sunset sky with orange and yellow hues. A flagpole with a flag is visible on the left side of the frame.

\$6.1tn

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

The role: overview

This role will lead the delivery of the Trase communication strategy over the next 5 year strategic period.

Working as part of the Impact team within Trase, alongside colleagues responsible for content production and those engaging directly with companies, governments and financial institutions, you will take responsibility for leading all aspects of public relations - press, media, events, promotion and publicity.

Our work, to raise our profile and reach our target audiences through multipliers and amplifiers, is aligned with and informed by our engagement strategy.

Our communications work is purposeful, targeted and evaluated for its contribution to our strategic aims - rather than Opportunity To See numbers or the number of pieces placed.

You will drive communications to support the engagement work of the Trase team, making tactical choices to best deliver the overall mission of the initiative.

You will bring your experience of developing communications strategies on global issues working with multiple partners to find and tell the story of Trase, what we can learn from the data, and what this means for the world.

You will be part of a leading, multinational, multidisciplinary, and multilingual team of experts, working across the Trase initiative to help ensure the delivery of this exciting program of work is effective, manageable and fun. We value diversity, inclusivity and creativity at the core of what we do and we welcome applicants from diverse backgrounds to apply.

The role: responsibilities

1. Public relations strategy, planning, implementation and monitoring (50%)

Lead and contribute to the planning and implementation of the public relations strategy, ensuring an integrated approach with partner organisations and across Trase. This includes developing communications plans for major data releases and reports, as well as proactively identifying stories we can contribute to in the external environment, drawing on Trase data & insights.

Ensure the project leverages its data and information effectively through close working with the Managing Editor and alignment with the content strategy.

Maintain Trase's key messages, ensuring we tell our story effectively and consistently, in line with our evolving strategy and changing external circumstances.

Deliver our media and PR work, building strong relationships with key media; including media training for staff, training for journalists, maintaining journalist databases and creating materials such as press releases and op eds, and commissioning and sourcing visuals.

Work closely with team members leading on Digital Communications and Social Media to ensure joined up communications across all channels.

Respond to the external news agenda by suggesting and advising the development and packaging of content for external audiences.

Enhance the profile of the project and team, through media opportunities and events. Manage the delivery of events including webinars and press conferences.

Identify and manage reputational risks, and work with key team members on crisis management if needed.

The role: responsibilities (continued)

Implement monitoring, evaluation and learning for our PR work, including evaluating the success of different initiatives, integrating learning from PR work with wider impact and user engagement work, and using that to inform future plans.

2. Partner engagement and stakeholder outreach (40%)

Guided by the impact strategy, develop and maintain relationships with amplifiers and multipliers of Trase's work from a communications perspective e.g. NGOs, academics, and media partners. E.g. working with an NGO's communications team on the release of a joint report.

Work with communications teams in other organisations to develop joint opportunities e.g. Government, NGOs, think tanks, corporates and financial institutions.

3. Internal systems and branding (10%)

Ensure all communications materials are appropriate for Trase's brand, tone of voice and mission.

Maintain very high standards of written materials and visual materials.

Manage inputs, design and asset creation from other members of the Trase team (e.g. data visualisations for press releases) as well as external providers.

Contribute to funding proposals from a public relations perspective.

Member of Global Canopy's Communications team, contributing to cross organisational and cross project alignment.

Maintain and promote the use of internal management tools including Asana, Google documents and Slack.

About you

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 communications plans for the release of new data sets, to share new insights, or in response to external events, to deliver on Trase's priorities and strategic approach.
- Engage and influence - demonstrable experience of developing and maintaining relationships with key people and organisations including journalists and partner organisations.
- Decision-making - able to make sound tactical decisions on the right public relations approach to ensure our external communications work remains tightly aligned with our strategy for engagement and impact.
- Innovative - able to 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. Meets deadlines and proactively ensures 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:

- Track record in creating, delivering and evaluating communications plans; including a strong focus on press and media relations.
- Experience and success in strategic communications i.e. using communications to deliver on strategic goals through many routes, including advocacy, engagement, partnership working.

About you (continued)

- 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.
- Experience working with people from different backgrounds and cultures, ideally in a geographically dispersed organisation.
- Fluency in English.

Desired skills and experience:

- Experience communicating messages that represent minority or underrepresented groups.
- Management experience (line management, volunteer management, or freelance service providers).

- Language skills in one or more of the Trase core languages: Spanish, Brazilian Portuguese, Bahasa Indonesia, French, Mandarin Chinese.
- Experience of working in organisations with a multi-project portfolio, and working with partner organisations.

We are recruiting internationally and applicants do not need to have the right to work in the UK.

We encourage you to apply even if you don't meet all of the qualifications listed.

Our values

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

Salary

£50,000 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. The Communications team meets in the office once a month.

Visa sponsorship

We are recruiting internationally and applicants do not need to have the right to work in the UK. Global Canopy will sponsor UK visa applications for a successful candidate.

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 6%.

Healthcare cashback plan

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

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.

“We the Indigenous peoples are the true spokespeople of Mother Earth. We are here to say now is the time to fight back. Mother Earth is summoning you. The fight for Mother Earth is the mother of all fights.”

Sônia Guajajara

Indigenous Leader & Executive Coordinator of the
Brazilian Articulation of Indigenous Peoples (APIB)



How to apply

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

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).

The writing sample should come from your existing work (published or unpublished) and showcase your ability to write concisely and draw a reader in. It does not have to be about sustainability. Max 800 words.

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

The closing date for applications is **15 April 2024 at 9am GMT**. Early application encouraged. We may close applications early if suitable candidates are identified.

Screening calls are provisionally planned for w/c 22nd April, and will be conducted remotely via a video call. We expect

the entire process to take 8 weeks from the closing date.

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.

Applicants do not need to have the right to work in the UK. Global Canopy will sponsor UK visa applications for a successful candidate.

If you have any questions about the position, then please contact: 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

Find out more at globalcanopy.org