

Communications Officer Communications & Content Team

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.

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

A growing number of companies and financial institutions are seeking to mitigate their impacts on nature. Many have made commitments but often they are not being met. Others are failing to take any action at all.

Global Canopy's Corporate Performance tracking work, which includes our flagship **Forest 500** project, assesses the policies and performance of the world's most influential companies and financial institutions regarding deforestation.

We also support financial institutions to transition away from deforestation - through **guidance, data and tools**.

Our newly launched **Forest IQ** platform brings together the best available data on how more than 2,000 major companies are addressing their links to deforestation.

In 2024, we will be launching a pathway for financial institutions to accelerate action towards 2030 targets.

Our Corporate Performance programme has more than doubled in size in the past 18 months. The Communications Officer will play an instrumental role in delivering an ambitious strategy for the programme and **raising the profile of biodiversity within the wider climate crisis**.

Particular attention will be focused on accelerating finance sector action towards COP30 in Brazil and the UN's deadline to halt and reverse all deforestation and land conversion by 2030.

The role: responsibilities

Reporting to the Corporate Performance Communications Lead, the Communications Officer will:

- Develop an **editorial calendar** of activity, while increasing knowledge of the **sustainability media landscape** to proactively spot relevant opportunities
 - Work closely with the Social Media Officer to ensure **content is timely, accurate** and reaches the right audience
 - Write **communications materials** including website copy, blogs and press releases, working closely with subject-matter experts
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- Raise Global Canopy's profile by supporting our **events strategy**, working with staff across the organisation on a programme of external and public-facing events for the Corporate Performance programme
 - Conceptualise and implement **communications strategies and campaigns**, working with the Communications Lead
 - Track **analytics** to measure success and present opportunities for improvement
 - Ensure that content aligns with the organisation's **brand identity**, working with the Senior Designer

About you

To be successful in this role, these are the things that will matter the most:

- Excellent writing skills - adept at translating technical information into engaging and accurate content that resonates with the target audience
- Excellent time management and planning skills
- Analytical, with strong attention to detail and an innate ability to 'join the dots'

Essential behavioural competencies:

- Positive, proactive and able to take initiative
- Comfortable working in a fast-paced environment, eager to learn and adaptable to change

Skills and experience:

- 2-3 years experience in a communications or marketing role
- Excellent writing and editing skills
- Knowledge of communications trends and developments; including awareness of the external news landscape, digital and design
- Experience of working with technical information (desirable)
- Experience of working in the sustainability space is not necessary but a passion for this area is essential

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

£30,000 - £32,000 full time equivalent

This role sits within Band E 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 arrangements in place. The Communications team meets in the office once a month and the Corporate Performance team meets in the office once a quarter. To be eligible for this position you must have the legal right to live and work in the UK.

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 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 **8 April 2024 at 09:00 GMT**. Early application is encouraged. We may close applications early if suitable candidates are identified.

The recruitment process will take place online. Screening calls are provisionally planned for **15 April**, and will be conducted remotely via a video call. Interviews are provisionally planned for **22 April**.

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.

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