
ROLE PROFILE
Marketing and Communications Executive – Tree Product Development
GROW WITH US
WOODLAND TRUST

OUR VISION

We're creating a world where woods and trees thrive for people and nature.



RESTORE

We restore the ecological condition of existing native woods and trees, to increase resilience and create conditions for nature and people to thrive.



PROTECT

We protect ancient, veteran and valuable woods and trees, to stop the loss of irreplaceable habitat and carbon stores, preserving the UK's natural heritage.



CREATE

We create quality native woods and get native trees growing to benefit nature, climate and people into the future.

OUR ORGANISATIONAL NATURE

WOODLAND TRUST

Our Organisational Nature is at the heart of how we work together. It helps us understand what it means to be part of the Woodland Trust and empowers us to make an impact every day. Our people embody these ways of working, inspiring and enabling each of us to play a part in achieving our vision.

A greener, healthier future for our planet starts right here with you.



Grow Together

We are a team that grows together; made up of unique roles and expertise. We communicate effectively, forging partnerships inside and out, building understanding and trust, valuing differences and recognising each other.



Explore

We know exploration is important, it's how we come up with the best ideas. We won't always get it right but learn and share as we go. We are bold about who we are and encourage healthy challenge.



Focus

We create clarity and stay focused, ready to adapt when we need to. We are empowered to take the time to reflect so that we can develop and work smarter.



Make it Count

We need to create a lasting positive impact. We keep the big picture in mind, harnessing passion and inspiring others to connect with us as we aim to make a genuine difference.

JOB DESCRIPTION

WOODLAND TRUST

Job Title: Marketing and Communications Executive – Tree Product Development

Job Code: WT0787M

Salary: £29,823.50 per annum

Contract: Full-Time, Fixed Term Contract (12 months)

Reports to: Marketing Communications Manager – Tree Product Development

Department: Supporter Mobilisation

Team: Supporter Recruitment

Location: Hybrid

Our Working from Home (Hybrid working) policy is flexible and the frequency of time spent working between your contracted office and your home will vary across teams and job roles.

WHAT YOU'LL DO

Main purpose of the job

This role will support in the development and delivery of the Woodland Trust's portfolio of Tree products as part of a wider product portfolio. Responsible for briefing, coordinating with creative teams and delivery of multichannel marketing to recruit supporters and increase income.

Key Responsibilities:

- Support in the development and delivery of the Woodland Trust suite of products (including but not limited to):
  - Reporting and stock management tools for the Trees products area.
  - Risk/supplier criteria process.
  - Strategic projects that require tree product development.
  - New product development projects and ongoing product maintenance.
- Maintaining and organising the image library for the tree products area, ensuring assets are properly catalogued and stored efficiently for current and future marketing needs.
- Maintenance of the online shop, including product set up, stock management, data exports, ensuring use of high-quality and relevant imagery and approval by stakeholders.
- Raising purchase orders and maintaining a record of expenditure, using new and established systems and processes.
- Managing the tree products inbox, ensuring exceptional customer service.
- Responsible for maintaining relationships with suppliers.

WHAT YOU'LL DO

WOODLAND TRUST

Key Responsibilities:

- Responsible for delivery of the marketing and communications plan, including (but not limited to):
  - Compiling creative briefs and briefing these into the internal design and content team.
  - Trafficking design & content through the internal teams and ensuring approval by all stakeholders.
  - Compiling data briefs using established selection criteria for the internal data selection team and subsequent data checking.
  - Liaising with digital and content team to produce & maintain on-line activity.
  - Monitoring and reporting results.
- Generate income and increase profits from product sales, contributing to supporter recruitment and overall targets.
- Contribute to our tree planting targets, working within our emerging woodland creation guidance, staying focussed on 'right tree right place'.
- Ensure the Woodland Trust brand and tone is consistently reflected in all communications and that all activities align with the wider Trust marketing and communications plans and meet key organisational objectives.
- Build effective relationships with colleagues across the Trust involved in delivering this complex area.
- Superb verbal and written communication skills and the confidence to represent the Woodland Trust, both internally and externally in a professional and positive manner with the ability to tailor communications to varying audiences.
- Identify and support in the implementation of improved processes to streamline tree product development.

WE WANT YOU TO:

WOODLAND TRUST

GROW TOGETHER

- **Collaborate with purpose** – collaborating effectively with others where it will add value and result in clear and positive impact.
- **Communicate Effectively** – being clear and adapting communication styles to connect with others effectively.

EXPLORE

- **Evolve and continuously improve** – having the courage to question previously held beliefs and seeks out opportunities to continuously improve the way we work

FOCUS

- **Take effective decisions** – balancing considered, evidence-informed decision taking and quick, decisive action depending on the situation
- **Prioritise for impact** – building visions/ strategies/plans that have a clear purpose, set of outcomes, monitoring and evaluation and activity that is prioritised based on the impact they will have.

MAKE IT COUNT

- **Deliver results** – getting work done in a way that is environmentally, financially and ethically sustainable, is considerate of people's wellbeing and always considerate of the broader impact.

PERSON SPECIFICATION

		Essential/Desirable (E/D)	Where
You'll have experience	In product development within a company or organisation.	D	Application/interview
	Well organised and able to prioritise with attention to detail and the ability to multi-task.	E	Application/interview
	Within marketing communications - ideally including integrated customer focused multichannel marketing – including direct, digital, and social.	E	Application/interview
	Engaging with a broad range of stakeholders including suppliers and agencies to work towards optimal solutions.	E	Application/interview
	In data analysis and interpreting data for business decision making.	D	Application/interview
	Flexible and able to work collaboratively with the team.	E	Application/interview
	Understanding and commitment to excellent customer service.	E	Application/interview
	With inventory management techniques.	D	Application/interview
You'll need to know	Proficiency in digital marketing tools.	D	Application/interview
	Knowledge of audience segmentation, and competitor analysis to drive informed decisions.	D	Application/interview
	Familiarity with e-commerce platforms.	D	Application/interview

PERSON SPECIFICATION

			Essential/Desirable (E/D)	Where
You'll have a desire to	Grow together	Communicate effectively Collaborative with Purpose	E	Interview
	Explore	Evolve and continuously improve	E	Interview
	Focus	Take effective decisions Prioritise for impact	E	Interview
	Make it count	Deliver results	E	Interview
You'll be qualified in	Full UK driving licence and/or the ability to undertake travel across the UK where required.		E	Application/certificate
You'll be subject to	Pre-employment checks including Right to Work and confirmation of employment history (3-years).		E	Pre-employment check/certificate