
ROLE PROFILE
Programme Lead – Free Trees for Schools and Communities
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: Programme Lead – Free Trees for Schools and Communities

Job Code: WT0697

Salary: £37,823 per annum

Contract: Full-Time

Reports to: Head of Campaigning and Programmes

Department: Supporter Mobilisation

Team: Campaigning and Programmes

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

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Main purpose of the job

This role manages the delivery of our long-running Free Trees For Schools and Communities programme which distributes 1.4m trees to schools and community groups each year

Key Responsibilities:

- Deliver the Woodland Trusts Free Trees for Schools and Communities programme ensuring that annual targets for distribution of trees are met.
- Ensure the programme meets annual targets for numbers of trees delivered to low tree canopy priority areas (identified by the Tree Equity Score UK).
- Support the marketing and communications team ~~on~~ with advertising the scheme(s) and ensure all material and emails are working effectively.
- Ensure adherence to all statutory requirements and update guidance as needed.

WHAT YOU'LL DO

WOODLAND TRUST

Key Responsibilities:

- Develop a long-term strategy for the programme as a priority activity in the organization's Trees For All strategic pillar.
- Monitor the effectiveness of the scheme, ensuring that trees are delivered on time and are established successfully by participants.
- Attend school and community groups to support and oversee planting events.
- Manage opportunities for, and risks to, the programme as they arise.
- Support fundraising and communications teams by providing evidence and developing case studies.
- Recruit and manage a volunteer network to enable delivery of the programme.
- Line management of Project Officer and Project Administrator.
- Manage a budget, including forecast future spends, analyse cost and monitor impact.

WE WANT YOU TO:

WOODLAND TRUST

GROW TOGETHER

- **Be a leader** – taking responsibility for inspiring, mobilising and supporting others to deliver on our strategic goals.
- **Collaborate with purpose** – collaborating effectively with others where it will add value and result in clear and positive impact.
- **Build relationships** – being approachable and developing positive relationships. Making connections internally and externally to pursue shared goals, expand learning opportunities and grow influence. Help others to connect and nurture positive relationships,.
- **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
- **Be able to challenge** – showing courage and ability to challenge, be challenged and respond to challenge constructively to enable us to keep improving how we deliver on our strategic goals
- **Reflect and learn** – taking opportunities to reflect, learn and improve.
- **Create meaningful change** – being willing and able to shake things up and bring about change where needed for the good of the cause.

FOCUS

- **Adapt** – being proactive and flexible; able to take on board new information and respond effectively to a changing internal and or external environment.
- **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.
- **Inspire and influence** – connecting people with what we do, inspiring and influencing them to stand with us for the benefit of the cause.
- **Connect to the bigger picture** – connecting the work we do to our vision and being trusted to deliver what is needed.

PERSON SPECIFICATION

		Essential/Desirable (E/D)	Where
You'll have experience	Delivering successful projects with the ability to adapt to changing circumstances.	E	Application/interview
	Managing a budget and forecasting future spends.	E	Application/interview
	Line managing a successful team.	E	Application/interview
	Developing strategic partnerships and delivering through partnership approaches.	E	Application/interview
	Building and maintaining stakeholder relationships for example, communities, volunteers.	E	Application/interview
	Planning and organising in a busy, target-driven environment.	E	Application/interview
	Manging change successfully, both internally and externally.	E	Application/interview
	Representing an organisation internally and externally in a professional and positive manner.	E	Application/interview
You'll need to know	About conservation, woodland creation and outreach.	D	Application/interview
	About Microsoft office and database management.	E	Application/interview

PERSON SPECIFICATION

			Essential/Desirable (E/D)	Where
You'll have a desire to	Grow Together	Be a leader and build relationships Communicate and collaborate effectively	E	Interview
	Explore	Be able to challenge and create meaningful change Be able to reflect and learn Evolve and improve	E	Interview
	Focus	Adapt Prioritise for impact	E	Interview
	Make it Count	Deliver results Inspire and influence Think strategically and connect to the bigger picture	E	Interview
You'll be subject to	Pre-employment checks including Right to Work and confirmation of employment history (3-years).		E	Onboarding
	Enhanced DBS Check		E	Onboarding