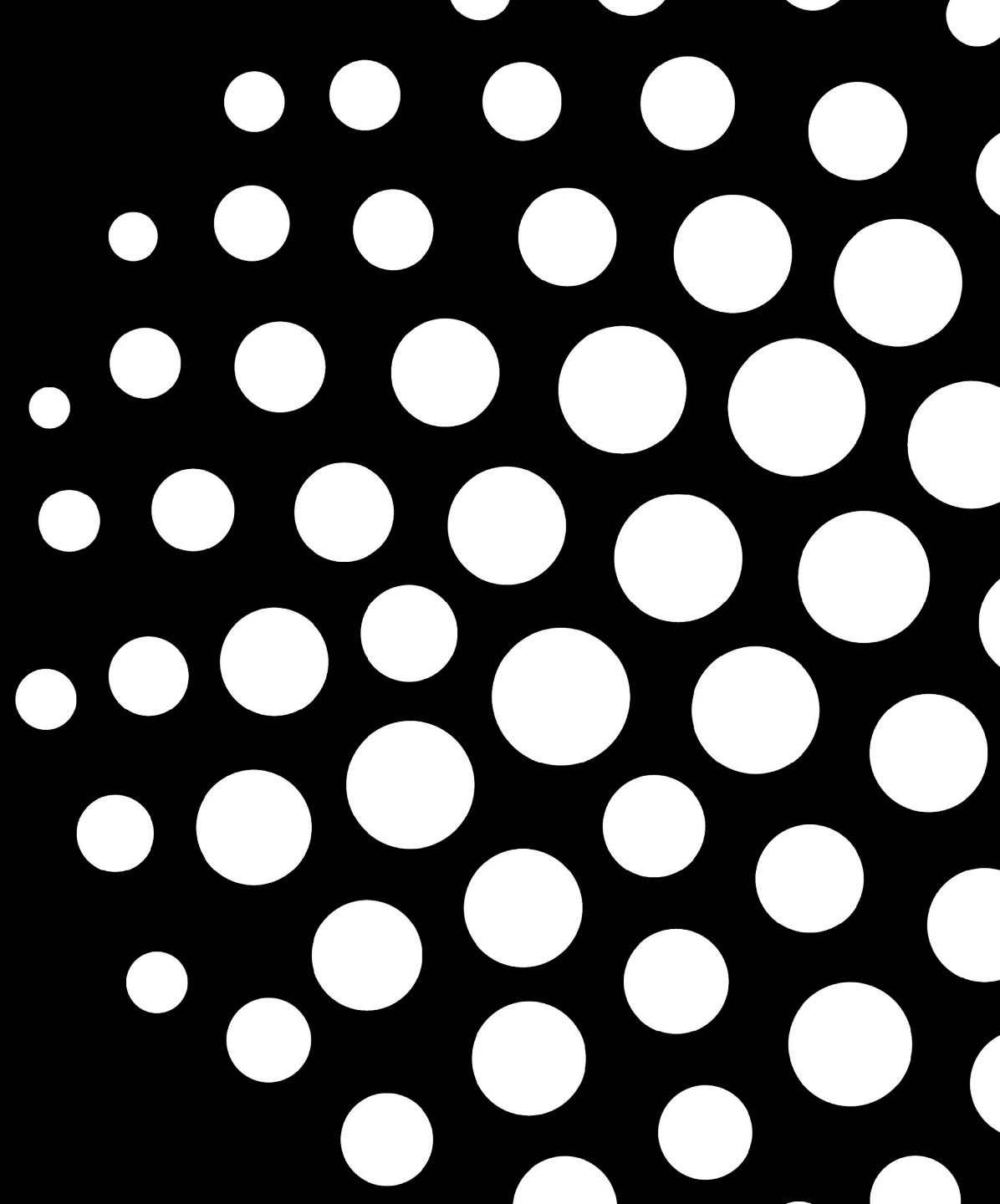


Social Media Officer Communications & Content Team

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

We are looking for a motivated and ambitious individual to join our dynamic communications team at an organisation committed to tackling the market forces destroying nature.

We are experts in our field and this role is an opportunity for someone seeking to put their social media and digital skills to use to grow our profile and engage the Global Canopy audience.

You will be responsible for curating, developing and managing Global Canopy's social media output across all our programmes and channels and will bring creative ideas and experience from previous roles.

Working across our programmes and initiatives, you will lead on content and delivery, including on campaigns, events, advertising and promotion, but also user engagement and influencer development.

As our social media expert you'll deliver monthly measurement and analysis of social media performance and trends, making recommendations for improvements.

You will be collaborative - working well with colleagues as well as providing coaching on the effective use of social media through employee advocacy.

Our communications team is dispersed and we work remotely for the majority of the time. You will be adept at working virtually and managing information flow from multiple sources.

We are looking for someone who is passionate about addressing deforestation, biodiversity loss and the climate crisis. Awareness of these issues, and how they play out in the digital space, and key actors, would also be a real plus.

The role: responsibilities

Lead on content and delivery of Global Canopy's social media channels (including Trase, Forest 500 and Forest IQ) including campaigns, events, advertising and promotion.

Working closely with Communications Leads and the Senior Designer, create innovative content for Global Canopy's channels that follows the brand guidelines ensuring it is relevant to Global Canopy's audiences and supports the objectives and priorities of the organisation.

Social media management with an ability to create reactive content and boost user engagement and influencer development. Building networks with other organisations and individuals, including other social media and communications teams, who can help amplify our message.

Create and lead the delivery of social media event plans, including live posting.

Create user-friendly social media toolkits for partners, employees, and other stakeholders.

Coach and encourage the wider team members on the effective use of social media and drive employee advocacy.

Conduct a monthly measurement and analysis of social media performance/trends and adjust content accordingly.

Manage the delegated social media budget across channels.

About you

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

- Communication skills - have outstanding written and verbal communication skills with an ability to find topline and create compelling and concise content and posts
- Creativity - a dedication to finding new and innovative ways to tell the story of our data, tools and platforms
- Organisation - an ability to work across programmes, prioritise and manage multiple requests from different programmes

Essential behavioural competencies:

- Positive and proactive
- Collaborative - enjoy working with and supporting others
- Be bold and someone who is not afraid to share ideas - confident in providing/receiving constructive feedback
- Good eye for design and detail
- A willingness to engage with data and technical content

Skills, experience and knowledge

- Written and verbal communication skills especially through social media
- Experience working directly on social media, leading effective content creation, with a specific focus on LinkedIn, X (formerly Twitter), and Instagram
- A good nose for what is trending and an ability to spot opportunities to connect our messaging with the external news agenda.
- Basic Indesign skills
- Video editing skills (Final Cut Pro, Premiere Pro etc.)
- Experience and knowledge of Buffer or similar analytics tools and Google Analytics
- Presenting and training skills
- Ability to write in Portuguese, Spanish, or Bahasa Indonesia (desirable)

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

£31,000 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.

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 9am GMT**. Early application encouraged. We may close applications early if suitable candidates are identified.

Screening calls are provisionally planned for w/c 15 April, 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.

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