



**TREES
FOR CITIES**

HEAD OF FINANCE

OCTOBER 2024

URBAN TREES FOR ALL. BY ALL

WELCOME

Thank you for your interest in becoming Trees for Cities' Head of Finance.

Trees for Cities is an independent, national charity that engages communities to plant and care for urban trees in their neighbourhood. Last year, we celebrated our 30th anniversary and plan to plant our 2 millionth urban tree this year – a milestone we could only achieve with the thousands of dedicated staff, volunteers and supporters who we've engaged since 1993.

Back then, environmentalism was still regarded as a niche activity for tree-hugging hippies. How times have changed! Climate change and biodiversity are now headline news but for all the wrong reasons. We are in the most important decade for our environment and need to take extensive action to avert catastrophic damage to nature. Our organisational strategy "The Turn of Trees" (2022-25) sets out our goals and targets to engage communities in climate action in the way that we know best: through the deceptively simple, but powerfully galvanising act of planting trees.

Trees for Cities is a fantastic place to work. We have a warm, inclusive and vibrant culture; our team is highly motivated by the cause and well supported by the organisation. Having worked here for over 5 years, I've seen the organisation go from strength to strength, increasing both our revenues and team size by around 50%.

Our finance team needs to keep pace with this growth and our new Head of Finance, will lead our finance team to ensure this happens. In order to deliver on both our current and upcoming strategy, we need to ensure the finance team has strong processes and systems in place so that we can to deliver high quality outputs.

We are looking for someone to be part of our senior management team, leading the finance function to deliver efficient, effective and collaborative finance services across the organisation. The successful individual will bring a track record of delivering continuous improvement and building great relationships across teams. This is a great opportunity to be part of an organisation whose work will help to mobilise social action and effect change. If you think you have the personal commitment, passion and experience to help us do this, I look forward to hearing from you.

Yours Sincerely



Annabel Kiddle
Director of Finance and Operations



ABOUT US

Trees for Cities is the only national charity dedicated to improve lives by planting, protecting and promoting urban trees. We do this by working closely with communities, landowners, partners and funders to deliver transformational change in towns and cities across the UK and overseas. We plant trees in schools, streets, estates, parks and open spaces to create nature-rich urban woodland, hedgerows, orchards, avenues and playgrounds.

People are at the heart of our work. We are best known for our community planting days but alongside these we run tree-related volunteering, training, events and activities to inspire and enable, build capacity, and share ideas and knowledge.

Our urban forestry programme is delivered across three core programmes:

URBAN TREE PLANTING AND PROTECTION

Trees bring real benefits to our cities, our health and our wellbeing. They provide shade, cool and clean the air, connect us with the seasons, and help to mitigate against the effects of climate change. Working with partners and communities, Trees for Cities plants thousands of urban trees worldwide each year, building resilience to threats facing the natural environment. Planting a range of tree species enhances structural and functional diversity in woodlands and on city streets, as well as building resistance to tree pests and disease.

TREES FOR SCHOOLS

Our award-winning work in schools transforms urban school grounds into leafy green oases for the children of today and future generations. Working with children in more than 200 schools to date, we create Healthy Playgrounds - urban playgrounds that are reimagined and redesigned with the introduction of trees, forest gardens, food-growing, outside classrooms, woodland play areas, mini-forests and wildlife habitats. Tarmac playgrounds are transformed into natural green environments that are adapted to the changing climate, enabling creative education and connecting children to nature, supporting their mental health and well-being.

TREES FOR STREETS

Street trees offer huge benefits for our own mental and physical wellbeing. They also capture carbon, absorb pollution and muffle noise, create shading and cooling and just make where we live that much nicer and greener. **Trees for Streets** is the only national street tree sponsorship scheme and makes sponsoring a new street tree effortless and rewarding. This project blends high end technology with grassroots local engagement, which amplifies our work by inspiring and empowering communities to play a direct role in greening their streets.

For more information and videos on our programmes of work, please [click here](#).

OUR MISSION AND STRATEGY

Benefitting people and the environment lies at the heart of what we do. Our new strategy The Turn of Trees builds on 3 core pillars outlined in our previous strategy. These are:

- **Plant:** the physical delivery of tree planting and greening projects, primarily in community spaces and schools.
- **Protect:** ensuring the trees that we and others plant are appropriately cared for in their establishment period and are protected from damage, disease and distress thereafter
- **Promote:** widely disseminating to the general public and key stakeholders the extensive values and benefits of urban trees.

Historically, the significant majority of our work and resources were focused on the Plant pillar. Over recent years, however, we have been progressively diversifying our work more into Protect and Promote so that we have a holistic set of activities for achieving the organisational goal that sits at the apex of our Theory of Change.

We define seven core elements of the urban forest system that our work needs to influence and engage in order to make a systemic and lasting impact. These are:

1. Communities & People.
2. Awareness.
3. Children and youth.
4. Support network.
5. Plans.
6. Funds.
7. Businesses.

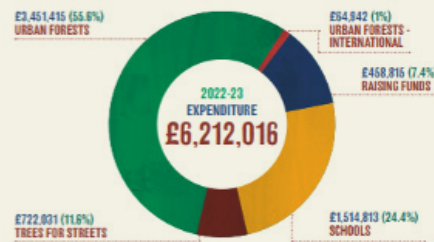
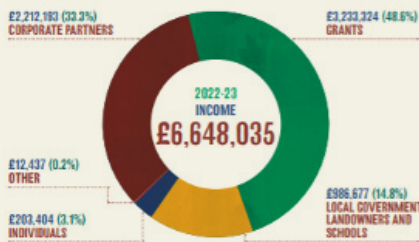
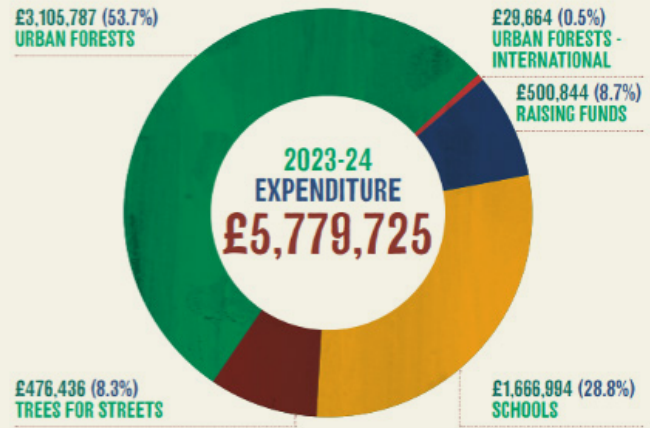
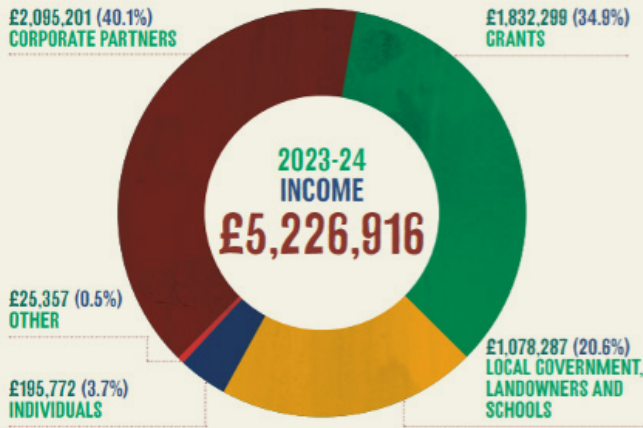
The core of our work and this strategy is about tackling inequalities and focusing on social and environmental justice, ensuring that the wide benefits of trees are not just for the few but for all. To view our latest strategy including a detailed breakdown of our objectives and planned activities, please [click here](#).



On a scale of 1 to 7, where 1 = urban trees are not at all important and 7 = urban trees are extremely important. A sample of 36-40 corporate volunteers scored, on average, 5.8 before and 6.9 after attending an urban tree maintenance event.

OUR FINANCES

INCOME & EXPENDITURE SUMMARY 2023-24 FINANCIAL YEAR



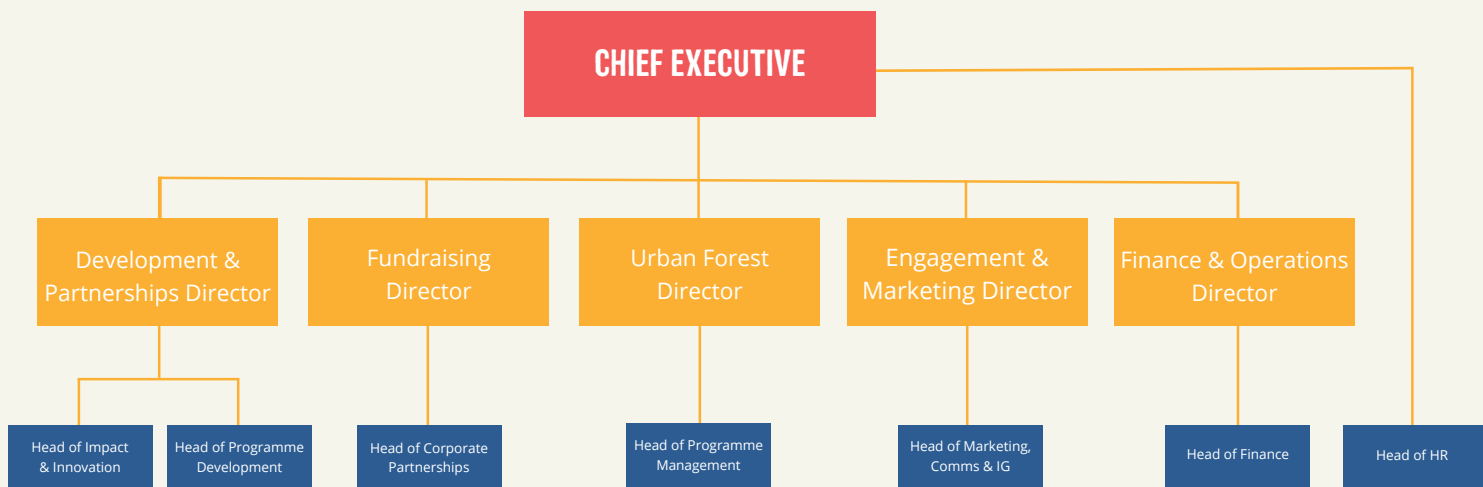
Our income is made up of a range of revenue streams including grants from government, local authorities, businesses a range of trusts and foundations and individuals. The charity has experienced significant growth in recent years and we plan to continue this growth through the current strategic period and beyond. In our financial year ending 31 March 2024, our income was £5,226,916.

Our work is delivered through a number of programmes, with our national urban tree planting and schools projects being the most significant parts of this. We have a number of types of projects, both internally and externally delivered, and have a mix of funding models for our projects.

We recognise income according to our income recognition policy, which can result in differences between financial years. In 2022-23, we received £486,862 of restricted funding which was spent in 2023-24. Restricted funds received but not spent dropped to £176,000 in 2023-24. Therefore, whilst expenditure decreased slightly in the year, it did not do so to the same extent as income. As at the end of 2023-24 unrestricted free reserves held by the charity were £1,007,632.

For our most recent published accounts (22-23), please [click here](#).

OUR SENIOR TEAM



AFTER ATTENDING AN URBAN
TREE PLANTING EVENT,

70%

OF PEOPLE HAD PLANS
TO TAKE ACTION FOR
URBAN TREES



A sample of 604 community and corporate volunteers.



WE ARE
PLANTING
TREES
COME JOIN US





BACKGROUND TO THE ROLE

Trees for Cities is experiencing an exciting period of growth and development, with expansion in both our programme activities and income. As we adapt to this growth, we are also enhancing our internal operations by strengthening systems and improving efficiencies. We are in the process of shaping our latest organisational wide strategy, set to launch in April 2025, which will focus on broadening our reach and impact across the UK and will likely focus on scaling up our programmes of work, amplifying our policy influence, and expanding delivery through partnerships.

The Head of Finance is a key leadership role within the organisation, guiding a friendly, competent and collaborative finance team and serving as a business partner to senior leaders and budget holders. With our recent growth and ambitious plans for further expansion, we aim to continuously improve our finance function by ensuring we have strong financial management and reporting systems, while also remaining responsive and adaptable to the evolving needs of the organisation.

In addition to overseeing day-to-day financial management, this role will contribute to key initiatives such as enhancing our fund accounting and management reporting, refining project cost modelling, and reviewing finance policies and processes. As a business partner to budget holders, the role will provide leaders with the knowledge, insights, and tools to strengthen budget management and forecasting, building on the supportive and engaged relationship the finance team already fosters across the organisation. Working closely with the Director of Finance and Operations on finance strategy and change management, the Head of Finance will lead day-to-day financial operations, allowing the Director to focus on higher-level strategic and broader operational priorities.

This role presents an excellent opportunity for someone eager to make a lasting impact within the finance function and wider organisation. It offers the chance to develop your strategic and leadership capabilities while advancing your career. Ideal candidates will be fully qualified accountants who bring strong technical accounting expertise and project management skills, ideally gained in Practice navigating complex financial accounting management and reporting. A passion for proactive collaboration with staff in leadership and advisory roles is essential, as is an interest in the vision and mission of the charity.

JOB DESCRIPTION

PURPOSE OF THE ROLE

The Head of Finance will be part of the senior management team and will manage the finance team, holding responsibility for the general ledger and the management of finance processes and procedures. They will manage strong relationships with other teams in the organisation through the provision of high quality financial information, business partnering and support with finance related matters. They will lead on preparing internal and external financial reporting.

KEY ACCOUNTABILITIES & RESPONSIBILITIES

PROGRAMME DEVELOPMENT

MONTH END

Manage month end procedures, ensuring the team complete all tasks to timetable. Perform P&L and balance sheet reviews as well as the preparation and/or review of various reconciliations to ensure the integrity of the data in the finance system.

MANAGEMENT ACCOUNTS

Lead the preparation of financial reports and meet with teams and the financial operations committee to review actuals and forecasts on a quarterly basis. Assist in preparing financial board papers.

INCOME RECOGNITION

Become familiar with major funder grant agreements and apply the correct income accounting treatment to each grant. Work proactively to identify any new income streams and ensure that they are treated appropriately. Engage with the development, fundraising and individual giving teams to allocate, defer and accrue income.

CASH MANAGEMENT

Responsible for cash management, including overseeing the administration of bank accounts, preparing reporting on cash balances, and forecasting cashflows/requesting cash transfers to optimise interest returns.

VAT

Ensure the correct VAT treatment is applied to income and expenditure, oversee the partial exemption calculations and VAT return submissions.

BALANCE SHEET CLOSES

Lead the preparation of the extended trial balance, prepare/collate associated schedules/reconciliations and identify adjustments to be made as necessary.

YEAR END

Lead the year end statutory accounts preparation and audit process.

PLANNING

Work with teams to input into the annual budget setting process and prepare standard costs for our different programme offerings.

FINANCE SYSTEM MANAGEMENT (IPLICIT)

Set up users appropriately, manage workflows and carry out any required adjustments to settings. Review updates to the system and implement them if needed. Be the main liaison point with the iplicit support team.

SENIOR MANAGEMENT TEAM

Be a key part of the senior management team, feeding into operational decisions for the organisation and being a member of the financial operations committee.

LINE MANAGEMENT

Manage the finance team, ensuring they are supported through regular one to one meetings and the performance appraisal process.

POLICIES AND FINANCIAL OPERATIONS

Maintain and update the financial policies and procedures document, ensure relevant processes are documented and take a proactive approach to continuously improve processes, planning and implementing changes as necessary.

BUSINESS PARTNERING

Build solid working relationships with other teams and be responsible for training and assisting staff in finance related matters, such as income treatment, VAT, inductions and finance system queries.

Other duties as requested by the Finance & Operations Director.

PERSON SPECIFICATION

Specification	Essential	Desirable
Qualification		
Fully qualified accountant (ACA, ACCA, CIMA or equivalent)	x	
Experience		
Experience of working in a busy finance department with responsibility for comparable tasks	x	
Experience of managing complex financial management accounts, reporting and a varied workload	x	
Experience and knowledge of accounting systems	x	
Experience of leading and managing a small team, coaching and empowering others to improve performance and ensure everyone contributes and individual voices are heard	x	
Excellent working knowledge of Microsoft Excel	x	
Experience of working within the not-for-profit sector		x
Knowledge of VAT rules, including partial exemption, and SORP		x
Personal Qualities		
Strong collaboration skills, works effectively as part of a team, willing to provide business partner support to colleagues outside of the finance function	x	
Enjoys dealing with complexity and thinking strategically to achieve aims	x	
Self-motivated and able to prioritise and time manage effectively, working to targets and deadlines	x	
Good attention to detail, highly organised with good project management skills	x	
Approachable, helpful and an excellent communicator	x	
A positive and proactive approach with an interest in continuous improvement and creating positive change	x	
The ability to cope with flexibility and change as Trees for Cities develops and grows	x	
Strong ethics, with an ability to manage confidential and sensitive data	x	
A self-reflective leadership and communication style, open to learning and receiving feedback	x	
Ambitious to grow your skills, strategic insight/exposure and career	x	
An active interest in the natural environment and desire to fulfil Trees for Cities' mission	x	

Occasional weekend and/or evening work may be required, particularly during the planting season (October to March), for which staff receive time off in lieu (TOIL). This job description is not exhaustive and is liable to review following discussions with the post holder. The post holder will be expected to undertake any other reasonable duties as requested by his/her manager.

TERMS OF CONTRACT

Reports to:	Finance & Operations Director
Direct reports:	Finance Manager Finance Officer Senior Finance Coordinator
Location:	London, Brixton (currently relocating)
Hybrid:	2 days a week in the office
Contract:	Permanent
Hours:	Full time – 4 days will be considered
Salary:	circa £55,000

STAFF BENEFITS

- 29 days annual leave in addition to public holidays
- Annual half day birthday leave
- Pension: Employees are required to make a minimum 3% contribution with Trees for Cities' making an enhanced 5% employer's contribution. Trees for Cities also offers the option to match additional contributions up to a further 2%.
- Parental Leave: Enhanced Maternity Pay (10 weeks full pay) and Paternity Pay (4 weeks full pay)
- Enhanced Occupational Sick Pay: 3 days full pay during probationary period which increases to 10 days full pay after successful completion of probation (pro rata for part time staff and staff on fixed term contracts)
- Company Paid Healthcare with Simply Health
- Staff Socials (annual Staff Appreciation Day and End of Year Celebration)

Once salaried employees (permanent or fixed term) have successfully completed their probationary period, they are entitled to the following additional benefits:

- Professional development training budget
- Moving day allowance (up to one day per year in addition to annual leave entitlement)
- Cycle to Work Scheme
- Employee Volunteering Day
- Career breaks in addition to annual leave linked to length of service.

**Please note we are unable to provide visa sponsorship for this role, you must therefore have valid a right to work in the UK to apply to this role.*

HOW TO APPLY

To arrange an informal and confidential discussion to explore the role in more detail, please contact Ami Jenick at People Beyond Profit via email ami@peoplebeyondprofit.co.uk or phone +44(0)7957316541.

To formally apply, please upload your CV along with a 500 word supporting statement, outlining why you are interested and how you meet the points in the person specification via the following link: www.peoplebeyondprofit.co.uk/jobs/tfcfinance

CLOSING DATE: 3 November 2024

PEOPLE BEYOND PROFIT CONVERSATIONS: 4-7 November 2024

TREES FOR CITIES PANEL INTERVIEW DATES:

FIRST STAGE: w/c 11th November 2024

SECOND STAGE: w/c 18th November 2024

Trees for Cities is committed to the principles of equal opportunity. We value diversity and are committed to promoting diversity within the workplace. We aim to ensure that our employees achieve their full potential and that all employment decisions, including recruitment, are taken without reference to irrelevant or discriminatory criteria. A full copy of our Equal Opportunities Policy can be provided on request.

