



**TREES  
FOR CITIES**

**HEAD OF MARKETING & DIGITAL ENGAGEMENT**

**OCTOBER 2024**

**URBAN TREES FOR ALL. BY ALL**

# WELCOME

Thank you for your interest in becoming Trees for Cities' new Head of Marketing & Digital Engagement.

Trees for Cities is an independent, national charity that engages communities to plant and care for urban trees in their neighbourhoods. 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. Our new strategy, due for launch in 2025, will build on this by engaging and mobilising communities to take impactful action and create a social movement for tree equity.

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. We now seek a Head of Marketing & Digital Engagement to take the lead on creative ways to inspire, engage and empower individual supporters, volunteers and communities to grow and care for our urban forests. This is a vital role to implement and operationalise our new strategy, extending our reach, creating the conditions for growth, and strengthening our senior management capacity.

The Head of Marketing & Digital Engagement is a new role that will lead the creation of our first national digital engagement strategy, inspiring and mobilising the public behind our strategic vision, mission and goals. The team they lead will deliver a step-change in the awareness of our work and the multiple benefits of urban trees. Through innovative campaigns and calls to action, they will deepen our connections with urban communities and engage new audiences to underpin our growth and impact across the UK.

We need an experienced team leader and decision maker who brings fresh ideas and perspectives to inspire a committed team. You will bring an outstanding track record of developing digital engagement frameworks and delivering campaigns. You will possess the ability to communicate, influence and operate at senior manager level with ease. All within the context of an impactful urban tree charity that combines international reach with community-based delivery and in the face of a climate and nature emergency.

This is an outstanding opportunity to lead a team whose work will mobilise social action and effect lasting change. If you think you have the personal commitment, passion and experience to help us do this, I look forward to hearing from you.



Michael Peacock  
Director of Engagement and Marketing (maternity cover)



## ABOUT US

Trees for Cities is the only national charity dedicated to improving 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:

### **TREES FOR NEIGHBOURHOODS**

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 and establishes thousands of urban trees each year in parks, housing estates and open spaces, building resilience to threats facing the natural environment. Planting a range of tree species enhances structural and functional diversity, 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. The Trees for Streets project was co-founded by the national charity Trees for Cities and civic innovator Start with Local.

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 current strategy 'The Turn of Trees' builds on three core pillars. 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.

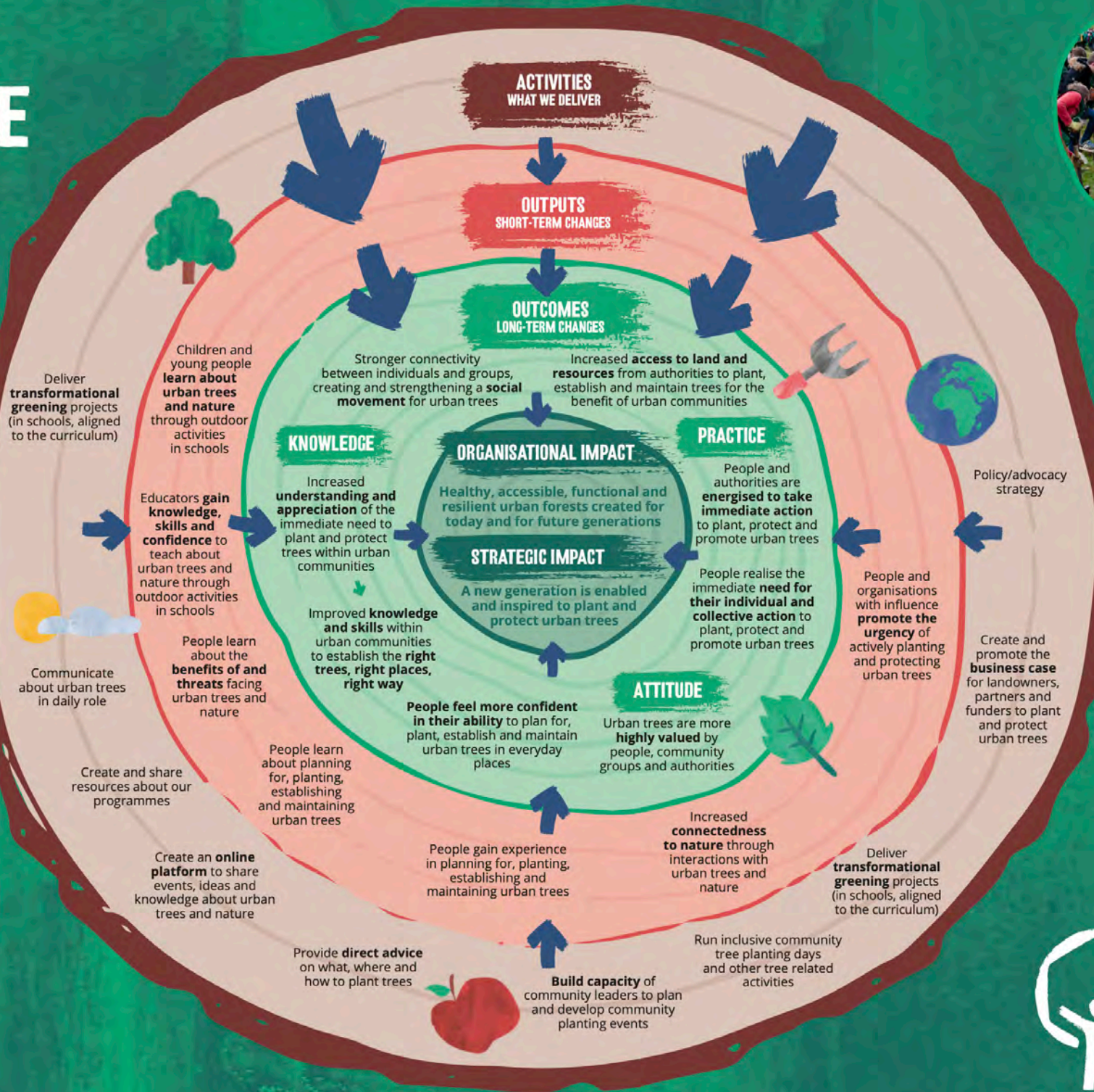
To view our current strategy including a detailed breakdown of our objectives and planned activities, please [click here](#).

To view our latest Impact Report, please [click here](#).



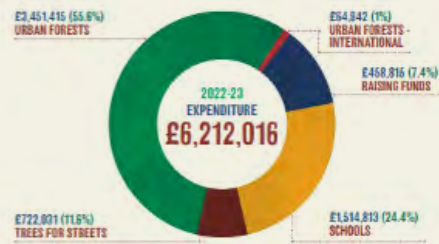
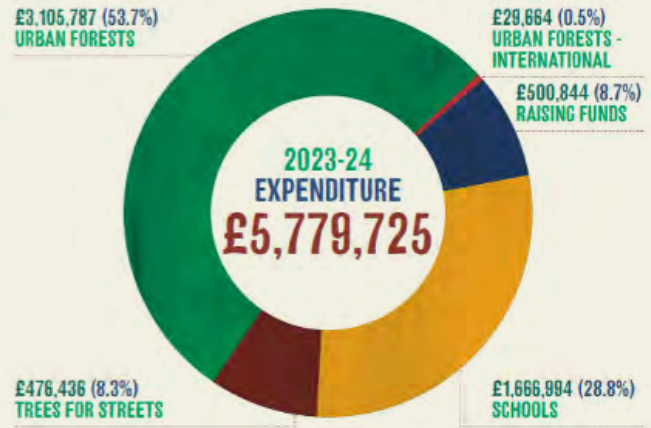
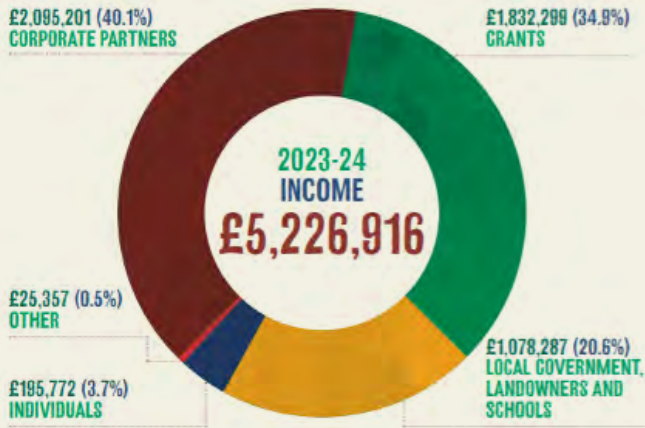
On a scale of 1 to 7, where 1 = urban trees are not at all important and 7 = urban trees are extremely important. A sample of 36-40 corporate volunteers scored, on average, 5.8 before and 6.9 after attending an urban tree maintenance event.

# THEORY OF CHANGE



# OUR FINANCES

## INCOME & EXPENDITURE SUMMARY 2023-24 FINANCIAL YEAR

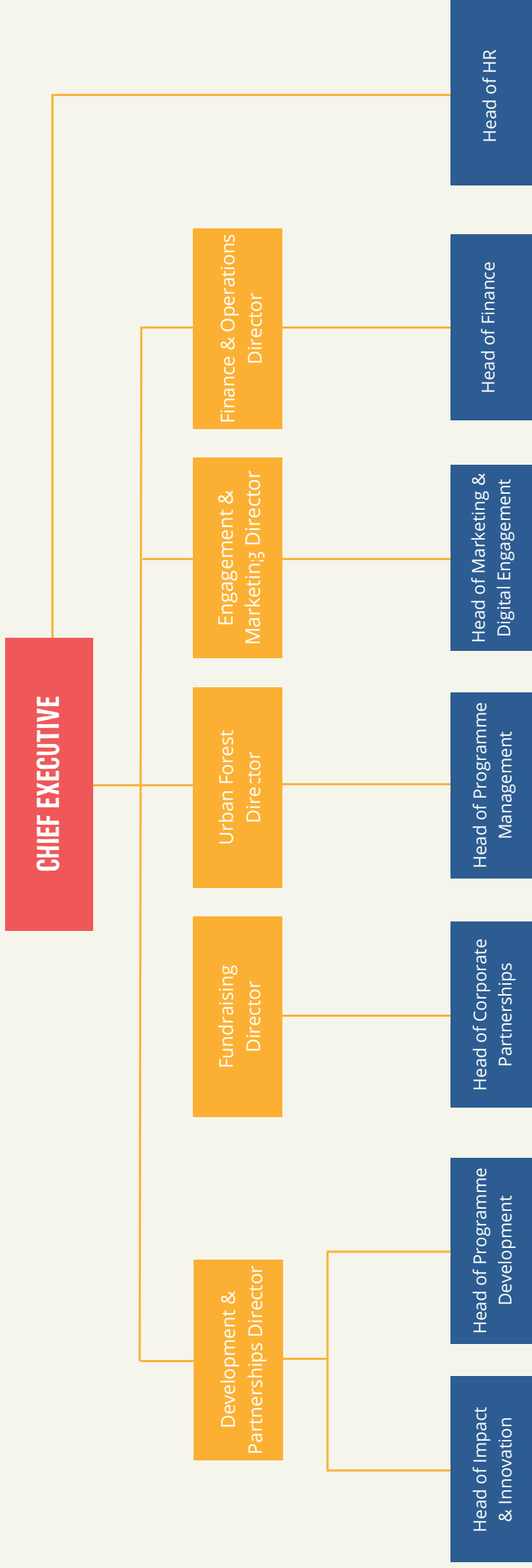


Our income is made up of a range of revenue streams including grants from government, local authorities, businesses a range of trusts and foundations and individuals. The charity has experienced significant growth in recent years and we plan to continue this growth through the current strategic period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

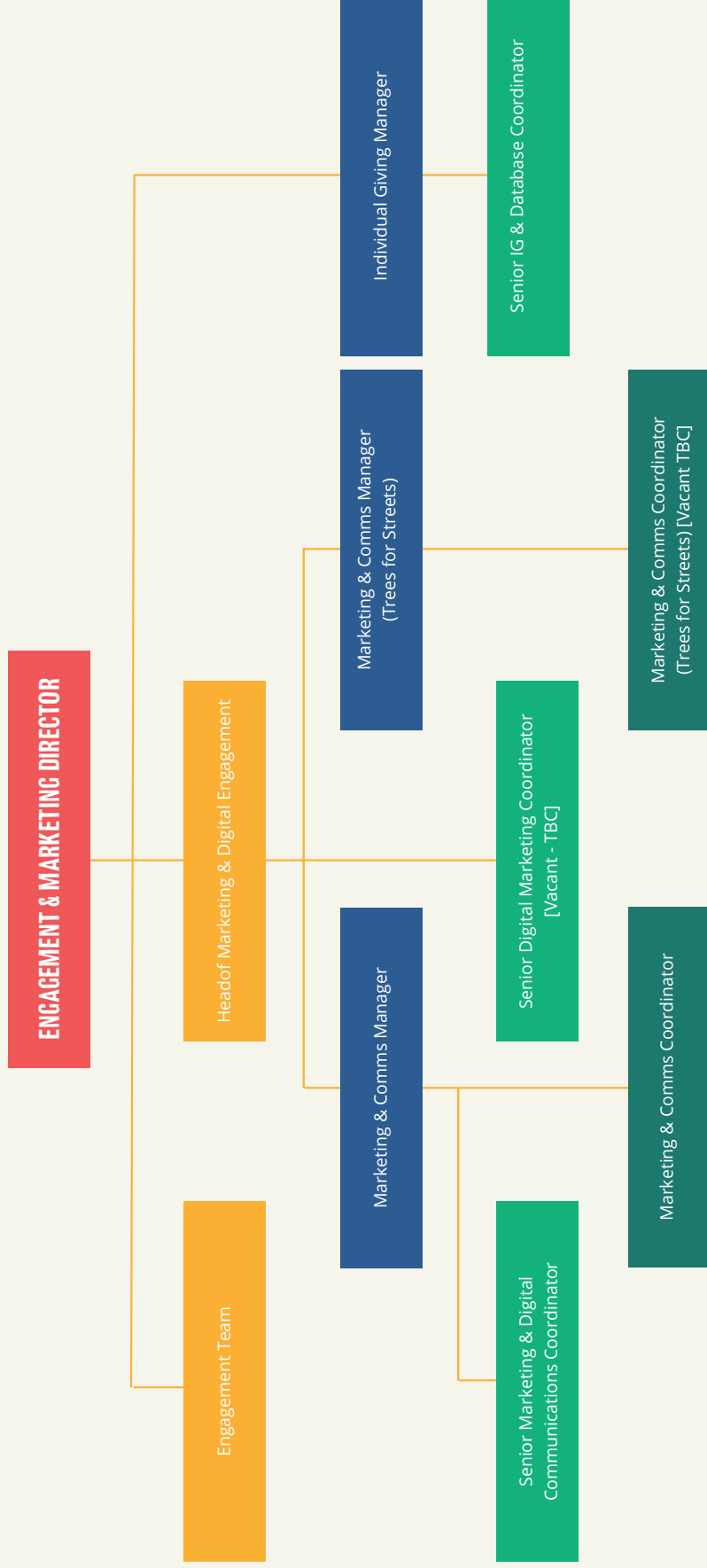
This new role is vitally important to deliver our aspirations for income growth from individual supporters over the next five years. Working closely with our Individual Giving team and Fundraising team, the Head of Marketing and Digital Engagement will play a pivotal role in identifying and reaching new audiences and successfully inspiring their support through developing and delivering effective digital marketing strategies.

For our most recent published accounts (2022-23), please [click here](#).

# OUR SENIOR TEAM



# MARKETING TEAM STRUCTURE 2025



\*The Engagement Team - led by our Senior Engagement Manager - delivers our community planting events and schools-based direct engagement activities. Our developing and expanding youth programme also sits under the engagement team umbrella. In total, seven colleagues in engagement will work closely and seamlessly with the marketing team to deliver our mobilisation strategy and ensure integrated audience journeys between direct and digital engagement.





WE ARE  
PLANTING  
TREES  
COME JOIN US





## BACKGROUND TO THE ROLE

Trees for Cities is undergoing an exciting phase of growth and development. We are in the midst of shaping our latest organisational strategy, scheduled for launch in 2025, with a focus on increasing our reach and impact across the UK.

Our new strategy will emphasise creating a social movement for tree equity, with a stronger focus on engagement and marketing as core pillars, representing a strategic shift in our approach. We aim to enhance our advocacy and campaigning efforts, particularly to amplify the voices of under-represented communities and young people. Marketing and digital engagement will have significantly more focus in our work – it will play a central role in changing perceptions of urban forests, influencing individuals, communities, governments, and businesses to take action at scale. We aim to empower people to support our work through giving their time, money and voice, fostering long-term commitment to urban trees and the benefits they offer.

As part of our new strategy, we are developing a plan for significant growth in our Trees for Streets programme; a marketing-driven initiative that requires creative and strategic marketing to attract individual sponsors to fund the planting of street trees and will require us to have specialist resource to enhance and promote this work.

To support our current growth and prepare for the future, we are strengthening our internal resources. A key aspect of this is the appointment of a new Head of Marketing and Digital Engagement position into the team. This role will be pivotal in extending our reach, driving a significant increase in the number of people supporting our charity, and amplifying our impact to fulfil our vision of greener, healthier and more resilient cities that boost well-being and enhance the quality of life for all residents.

As the Head of Marketing and Digital Engagement, you will be responsible for shaping the marketing and digital strategy to raise awareness, grow engagement, and secure unrestricted income, particularly through Trees for Streets and in collaboration with the Individual Giving fundraising team. Leading a motivated and committed team, you will balance strategic direction with hands-on operational delivery to ensure our engagement and marketing initiatives yield meaningful results.

We are seeking an individual with a proven track record of developing and delivering successful marketing and digital engagement frameworks. The ideal candidate will have expertise in audience segmentation and supporter journeys and will build on our initial foundational work in this space as we roll out our new strategy.

This role is an excellent opportunity for someone looking to step up or transition into the charity sector. We are looking for someone with the ambition to apply and develop their leadership capability and strategic insights while ensuring effective implementation. Experience in a comparable organisation in the environmental or charity sectors is beneficial but not essential—what matters most is a strong commitment to our mission and values.

# JOB DESCRIPTION

## PURPOSE OF JOB

This role is responsible for strategically planning, leading and implementing all Trees for Cities marketing and digital engagement. The post holder will develop integrated brand, advocacy and engagement campaigns to reach broad and diverse audiences, using the full suite of marketing channels, including paid for and organic social media, press and the full suite of paid marketing.

The role holder will lead on the creation and implementation of a new multi-year marketing strategy to influence, engage and mobilise the public to give their time, money and voice for urban trees.

The Head of Marketing and Digital Engagement leads a dedicated team of six to reach, engage and convert key audiences to support Trees for Cities' vision, mission and strategic goals, working closely with the wider Engagement and Marketing team, and across the whole staff team as required. New to this role is responsibility to lead on Trees for Streets, a marketing-led programme, with a focus on integration across all audiences and channels.

The Head of Marketing and Digital Engagement plays a key role in the Senior Management Team, providing thoughtful and creative leadership and productive working relationships to tackle operational, as well as strategic, challenges.

## KEY ACCOUNTABILITIES AND RESPONSIBILITIES

### MARKETING, ENGAGEMENT & ADVOCACY

- Develop multi-year and annual marketing, digital engagement and advocacy strategies to reach key audiences.
- Lead on the development of audience segmentation plans to enable the most efficient and effective use of marketing resources.
- Lead on the successful delivery of the Trees for Streets programme in line with multi-year and annual business plans, including effective integration of partner and supporter liaison into Trees for Cities' marketing and digital engagement plans.
- Hold specific responsibility to ensure the functionality and continual improvement of the Trees for Streets website in line with programme development, including relationship management of the external agency providing tech support for this platform.
- Lead on the development of Trees for Cities' digital experience and marketing capabilities to benefit marketing, individual giving, advocacy and engagement programmes, including external platforms such as advocacy and campaigning.
- Develop digital engagement frameworks to drive key audiences from awareness to a position of brand loyalty.
- Lead the Marketing team to deliver integrated digital and non-digital mass marketing campaigns to reach, engage and convert key audiences to increase awareness, engagement and conversion.
- Lead on recruiting expert external agencies to support marketing activity at Trees for Cities.

### COMMUNICATIONS AND PRESS

- Develop multi-year and annual media strategies to reach key audiences, through traditional and digital press.
- Lead team to build strong relationships with the key journalists and press outlets to ensure the success of reactive and long-lead media coverage.
- Provide editorial support to the marketing team to ensure the production of relevant, timely and impactful print and digital content.
- Develop and upload strong processes for crisis management to protect Trees for Cities' brand and reputation.
- Ensure compliance and implementation of Trees for Cities' marketing policies, which includes managing complaints and communications procedures.

## BRAND AND TONE OF VOICE

- Brand lead for the organisation, ensuring that Trees for Cities' brand and tone of voice is utilised correctly and consistently across all work streams and external communications, in line with strategic and operational plans, against audience needs.
- Lead on the development of organisational key messages, which are reviewed annually in line with strategic plans and key audience needs.
- Lead on monitoring and systematising brand hierarchies, across sub-brands (e.g. Trees for Streets), programmes and products.

## PLANNING, DATA AND BUDGETING

- Forecast, develop and manage the annual marketing budget.
- Monthly, quarterly and annual reporting against operational and business marketing plans including quarterly expenditure reports and forecasts.
- Campaign reporting and analysis on an ad hoc basis.
- Lead on marketing data systems including CRM systems, digital data flows and cross-organisational user journeys.
- Be the marketing representative on the Data Protection Committee, ensuring compliance and implementation of all data policies and procedures across CRM platforms, content collection, storage and usage.

## LEADERSHIP

- Input into the strategic direction and successful operational running of the organisation as part of the Senior Management Team.
- Provide strategic thought leadership and expert advice on best practice for marketing, communications and advocacy campaign development, with an emphasis on digital delivery, to the whole organisation.
- Manage a supported, fully resourced team, integrating operational plans, strategies and ways of working across projects and products.
- Provide thought leadership and close collaboration with the Individual Giving function to ensure integration and effectiveness.
- Support the Engagement and Marketing Director to develop strategic plans and to deputise for them when required.
- Provide training and development for the marketing team in line with Performance Development Reviews and team requirements.
- Uphold Trees for Cities' Equity, Diversity and Inclusion framework as strategic and operational business lead.

## PERSON SPECIFICATION

### KNOWLEDGE, SKILLS AND EXPERIENCE

- Senior-level experience of leading a marketing and digital engagement team to design and deliver successful strategies and plans, including creating and implementing innovative advocacy campaigns to mobilise support.
- Strong leadership skills, with the ability to inspire and nurture a high-performing team of marketing and digital engagement professionals to achieve strategic goals.
- Extensive experience of using holistic, multi-channel marketing and communications strategies to reach, engage and convert key audiences, including digital and non-digital channels and the full suite of marketing channels (OOH, social media, SEO, paid search, press, promotions, advertorials, digital marketing, etc.)
- Experience of brand management and brand development, key messages, tone of voice and point of view.
- Experience of leading an in-house press and PR function and managing reputational risk strategies.
- Experience of developing and implementing long term, complex engagement frameworks to reach and engage key audiences.

- Experience of recruiting and managing third party agencies and partners.
- Excellent interpersonal skills including the ability to skilfully negotiate and influence others, building positive working relationships internally and externally
- Strong data management and digital knowledge across social media, websites, digital marketing, user journeys and CRM systems.
- Strong project management skills with experience of managing multiple projects and workstreams.

## BEHAVIOURS

- Strategic mindset with operational flair
- Achievement oriented – ability to set targets, overcome obstacles, and work with enthusiasm
- Positive approach and the ability to cope with flexibility and change
- Takes initiative but also enjoys working as part of a team and willing to provide support to colleagues – a “can do” attitude
- Commitment to working with cross-functional teams
- Interest in the urban environment and an enthusiasm for our cause
- Positive approach to equity, diversity and inclusion across leadership, management and delivery

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).



# TERMS OF CONTRACT

Reports to:	Engagement and Marketing Director
Direct reports:	Marketing and Communications Manager Marketing Manager (Trees for Streets) Senior Digital Marketing Coordinator.
Location:	London Brixton (currently relocating from London Kennington)
Hybrid:	Office-based role with flexibility for hybrid working (minimum 2 days a week in the office; usually Tuesday, Wednesday or Thursday)
Contract:	Permanent
Hours:	Full-time (4 days will be considered)
Salary:	£50,000 - £55,000, depending on experience

## 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 and Paternity 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 their annual leave entitlement)
- Cycle to Work Scheme
- Employee Volunteering Day (one 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](mailto: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/tfcmarketing](http://www.peoplebeyondprofit.co.uk/jobs/tfcmarketing)

Closing Date: 17 November 2024

PEOPLE BEYOND PROFIT CONVERSATIONS: 18-22 November 2024

TREES FOR CITIES Panel Interview Dates:

FIRST STAGE: 2 December 2024

SECOND STAGE: 9 December 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. For further details on our approach to EDI, please [click here](#).

*Taking note: research shows that while men tend to apply for jobs when they meet around 60% of the criteria, women and marginalised people tend to only apply when they check every box. So, if you think you have what it takes, but don't necessarily meet every single point on the job description, please still apply.*

