



Tree Aid Job Description – February 2021

Job Title:	Communications Manager
Salary:	£36,078 p/a
Hours:	35 hours per week
Purpose:	<p>Tree Aid works in the drylands of Africa, enabling people to unlock the potential of trees to reduce poverty and protect the environment.</p> <p>As a member of the Fundraising and Communications management team, the Communications Manager provides leadership for the communications team and contributes to the development of Tree Aid communications organisation wide.</p>
Objectives:	<p>They will lead and manage the Communications team to:</p> <ul style="list-style-type: none">• Develop and implement Tree Aid's communication strategy and plan.• Promote Tree Aid via the media and other networks.• Manage and co-ordinate the Tree Aid website and digital marketing.• Produce brand and marketing materials.• Promote a strong and consistent Tree Aid brand, externally and internally.• Increase engagement with Tree Aid's target audiences.
Responsible to:	Director of Fundraising and Communications
Responsible for:	Digital Marketing Officer, Communications Officer and occasional volunteers

Main Tasks

- 1 Tree Aid's Communication Strategy and Plan (20%)**
 - 1.1 Develop and deliver a communications strategy with direction from the Director of Fundraising & Communications.
 - 1.2 Develop an ambitious and achievable cross-channel communications plan that supports Tree Aid activity, reflecting the needs of our audiences with guidance/strategic support from the Director.
 - 1.3 Agree on objectives and KPIs for all activities, ensuring that relevant metrics are measured, monitored and reported to establish campaign effectiveness.
 - 1.4 Support and lead the Communications team to deliver on annual plans and targets, closely monitoring and refining activity.
 - 1.5 Manage the communications budget and monitor spend to financial investment is used effectively and appropriately.

- 1.6 Engage with key internal and external stakeholders, including leading the Communications Working Group, to deliver the Communications strategy.
- 1.7 Work with the policy and advocacy team to communicate our impact, to encourage new partnerships and promote Tree Aid as experts in our field.
- 1.8 Contribute to organisation-wide planning and strategy.

2 Audiences, messaging and brand (20%)

- 2.1 Research and agree target audiences with your Director. Develop effective strategies to reach them.
- 2.2 Improve audience insight through research and use of data and analytics to improve performance and supporter journeys.
- 2.3 Support the Director of Fundraising & Communications to oversee all of Tree Aid's communications channels including print, the website and social media and ensure appropriate sign off processes are followed.
- 2.4 Work with the Director of Fundraising & Communications to lead on brand and key message development that supports Tree Aid's mission, values and objectives.
- 2.5 Grow our brand awareness by delivering ideas and concepts that set us apart, creating a strong position for our sector growth and recognition. Help us to strengthen our brand identity.
- 2.6 Review and refine key messages and Tree Aid's Tone of Voice to target key audiences.
- 2.7 Ensure that all Tree Aid staff are able to communicate Tree Aid's mission, impact and ways of working confidently and with conviction.

3 PR and media (30%)

- 3.1 Develop relationships with journalists to promote the organisation and be Tree Aid's key point of contact for the media.
- 3.2 Develop newsworthy content in conjunction with programmes and fundraising teams.
- 3.3 Secure media stories and features.
- 3.4 Monitor and share reports of media coverage to relevant Tree Aid staff and trustees.
- 3.5 Work with the wider Tree Aid team (including supporters, trustees and advisors) to engage their networks in support of Tree Aid.
- 3.6 Lead on developing materials and content for Tree Aid celebrity supporters. Work with the Director to cultivate these relationships.

4 Website, content and digital marketing (20%)

With support from Digital Marketing Officer and Communications Officer:

- 4.1 Work closely with other teams to support and improve the contact journey of our audiences to maximise conversion into income-generating supporters, foster loyalty and increase income.
- 4.2 Work with fundraising colleagues to deliver digital fundraising and engagement campaigns.
- 4.3 Manage the Tree Aid website to maximise engagement. Ensure the website is effective promoting Tree Aid's approach, projects and fundraising opportunities.
- 4.4 Use social media and other digital marketing to engage support for Tree Aid from key audiences.
- 4.5 Lead in creating and producing a wide variety of materials including the Annual Report, learning papers, policy and impact reports.
- 4.6 Manage and lead content gathering trips, the production of case studies, blogs, photography, film and other content to support the promotion of Tree Aid.

5 People management (10%)

- 5.1 Lead the current communications team by holding regular meetings, managing work streams and developing team skills and knowledge. Build a culture which strives for continual improvement and encourages openness, collaboration and trust.
- 5.2 Undertake regular one-to-one sessions to ensure performance targets are met and professional skills are developed on an ongoing basis plus the completion of mid-year and annual appraisals.
- 5.3 Manage volunteers as necessary

6 Other

- 6.1 Keep abreast of governance requirements relevant to all communications activity including but not limited to the Charities Act, Fundraising Regulator, Institute of Fundraising Code of Practice and General Data Protection Regulation.
- 6.2 Understand developments and best practice within the sector to support innovation, enabling us to adopt new marketing tools and techniques and drive data driven transformation.
- 6.3 Carry out other tasks and duties as required, to support colleagues across Tree Aid.

KEY SUCCESS FACTORS FOR THIS POST

- Increased awareness of and engagement with Tree Aid by key audiences.
- Strong relationships with PR and media contacts
- Deliver excellent high quality content promoting Tree Aid's work

Person Specification

Personal Qualities

- A passion for, and commitment to, international development and to issues affecting rural communities in dryland Africa. (E)
- Alignment with Tree Aid's vision, mission and values. (E)

Experience

- Track record of communications success and building relationships. (E)
- Demonstrable track record of securing high level media coverage (E)
- Cultivation and support for celebrity supporters and patrons (D)
- Thorough understanding of communications with experience of developing brand and messaging. (E)
- Experience of delivering communication objectives through digital technology. (E)
- Experience of managing international content gathering trips, working closely with in country teams. (D)
- Experience of producing excellent communications. Excellent writing skills, with a passion for creating engaging & creative content (E)
- Thorough understanding of best practice within the sector (E)
- Proven track record of leading and developing a team. (E)

Skills and Knowledge

- Brand development (D)
- Audience insight and engagement. (E)
- Management of digital marketing and communications. (D)
- Building relationships with journalists. (E)
- A creative thinker with the ability to deliver with limited resources. (E)
- The ability to work collaboratively and influence effectively across teams and externally to achieve organisational goals. (E)
- Business planning, financial management and budgeting skills. (E)
- Able to multi task and work to tight deadlines. (E)
- Excellent stakeholder management skills. (E)
- Good experience of communicating with a remote workforce. (D)