

Job description and person specification – May 2022

Job title: Marketing and Communications Manager

Location: Bristol

Duration: Permanent contract

Working hours: Full time, 35 hours a week

Salary: £37,521 pro rata + competitive holiday + pension

Start date: August 2022 or as soon as possible after that.

Responsible to: Director of Fundraising and Communications

Responsible for: Digital Marketing Officer and Communications Officer.

Overall aim:

Tree Aid is an international development organisation working with people in the drylands of Africa to tackle poverty and the effects of the climate crisis by growing trees, improving people's incomes, and restoring and protecting land.

Tree Aid works in partnership with communities in the drylands of Africa, using forestry and natural resource management to relieve poverty and protect the environment. We are values led, unique in what we do and are growing fast.

This is a fantastic opportunity to support transformational change for some of the world's most vulnerable people who are living on the frontline of the climate crisis.

As a member of the Fundraising and Communications management team, the Communications Manager provides leadership for the communications team. You will work with the Fundraising and Communications team to develop our marketing and communications across all stakeholder audiences, to maximise Tree Aid's profile, create opportunities to grow funding and other income sources. You will lead on growing our brand across all channels.

Key objectives:

They will lead and manage the Communications team to:

- *Develop and implement Tree Aid's communication strategy and plan.*
- *Increase engagement with Tree Aid's target audiences.*
- *Promote a strong and consistent Tree Aid brand, externally and internally.*
- *Manage and co-ordinate the Tree Aid website and digital marketing.*
- *Promote Tree Aid via the media and other networks.*

Key roles/ 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.

Tree Aid job description and person specification – Communications Manager 2022

- 1.3. Support and lead the Communications team to deliver on annual plans and targets, closely monitoring and refining activity.
- 1.4. Agree on objectives and KPIs for all activities, ensuring that relevant metrics are measured, monitored and reported to establish campaign effectiveness.
- 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. Contribute to organisation-wide planning and strategy.

2. Audiences, messaging and brand (20%)

With support from the Communications Officer:

- 2.1. Work with the Director of Fundraising & Communications to lead on managing Tree Aid brand, key messaging and tone of voice development to support Tree Aid's mission, values and objectives.
- 2.2. Improve audience insight through research, donor data and analytics. Agree target audiences with your Director and develop effective strategies to improve audience engagement levels and supporter journeys.
- 2.3. Grow our brand awareness and strengthen our brand identity by delivering ideas and concepts that set us apart, creating a strong position for our sector growth and recognition.
- 2.4. 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.
- 2.5. Ensure that all Tree Aid staff are able to communicate Tree Aid's mission, impact and ways of working confidently and with conviction.

3. Website, content and digital marketing (20%)

With support from Digital Marketing Officer and Communications Officer:

- 3.1. Lead in creating and producing a wide variety of materials including the Annual Report, learning papers, policy and impact reports.
- 3.2. Manage and lead content gathering trips, the production of case studies, blogs, photography, film and other content to support the promotion of Tree Aid.
- 3.3. Manage the Tree Aid website to maximise engagement. Ensure the website is effective at promoting Tree Aid's projects and fundraising opportunities. Improve the journey of our audiences to increase loyalty and income.
- 3.4. Use social media and other digital marketing to engage support for Tree Aid from key audiences.
- 3.5. Work with fundraising colleagues to deliver digital fundraising and engagement campaigns.
- 3.6. Work with the policy and advocacy team to communicate our impact, to encourage new partnerships and promote Tree Aid as experts in our field.

4. PR and media (30%)

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

5. People management (10%)

- 5.1. Lead the 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.

Person specification:

Personal Qualities

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

Knowledge and experience

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

Tree Aid job description and person specification – Communications Manager 2022

- Cultivation and support for celebrity supporters and patrons
- Thorough understanding of best practice within the sector

Skills

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