**Social Media & Marketing Executive (Coordinator)**

**Introduction/Overview**

**Trees for Streets** is the **National Street Tree Sponsorship Scheme**, which launched to the public in Spring 2021. It is a not-for-profit charitable enterprise, providing local councils an innovative way to help fund street tree planting by inviting residents and businesses to sponsor new street trees.

The scheme is a collaboration between the progressive urban tree charity, **Trees for Cities**, and the local Innovator, **Start with Local**. It is supported by the **Mayor of London**, and funded by **City Bridge Trust** and **DEFRA’s** **Green Recovery Challenge Fund.**

Your role is to support the Marketing lead in promoting the scheme to individuals, councils, community groups, local businesses councils, and funders via a range of channels.

You’ll be using a blend of digital and traditional channels to reach both local audiences in the neighbourhoods where we are working, and a wider national audience to raise awareness of our scheme. This is a creative role that requires strong copywriting, design and digital production skills.

This role has a strong focus on social media channel management, but your workload will include a variety of content creation and editing, in addition to keeping our feeds fresh and engaging. You will also have the opportunity to feed into our strategy and play a big part in developing this as the scheme grows.

We’re looking for someone who technically understands social media, both earned and paid, *and* who understands how to use content to communicate with an audience. We’re particularly keen to work with someone who understands how to make social media work at a local level.

Being a small, remote-working team, we need someone who thrives in a highly collaborative environment.

If you’re a motivated, creative social media specialist who has excellent copywriting skills and thrives with a varied workload, we’d love to hear from you!

**Reports to:** Marketing and Communications Manager, Trees for Streets

**Staff reports:** None

**Salary:** up to £29,565 pro-rata – dependent on relevant experience

**Working pattern**: Full-time, Monday-Friday

**Location**:

We're happy to consider remote/hybrid or office based - depending on your location.

Trees for Cities head-office is in Kennington, London

**Purpose of job**

1. To project the Trees for Streets project into the social media space both at a national and local level, communicating our messages and values to our target audiences (councils, funders, sponsors, community groups and residents), and creating a two-way channel. Your work will contribute to wider local authority adoption of the scheme, increased sponsorships from individuals and businesses, a growing base of funding support and credibility within our space.
2. To help develop and deliver the social media strategy. This is a constantly evolving

**Key accountabilities and responsibilities**

* This is a hands-on role delivering our social media strategy.
* Working with the Snr Marketing Manager to deliver the social media element of each council’s Local Success Programme.
* Helping develop the social media strategy with the Marketing and Communications Manager. Devising strategies to promote the scheme to councils, residents, businesses, potential funders and organisations/individuals of strategic interest.
  + With a particular focus on driving residents of participating towns/cities to engage with and subscribe to their local scheme.
* Create an environment where non-participating councils feel motivated to join the scheme.
* Planning and managing national and local social media output (paid and unpaid)
* Producing and commissioning content to support the social media strategy.
* Day-to-day management of all social channels, ensuring a consistent level of output in terms of volume and quality. Ensure that all reactions and communications are managed in a timely, responsive manner.
* Review new technologies, new trends and keep the team at the forefront of developments in social media.
* Work with the Marketing and Communications Manager to develop and deliver upon realistic but stretching targets for our social media activity.
* Communicate the project’s key messages and tone of voice to effectively communicate impact, and engage key audiences.
* Support the rest of the team in developing a strong working understanding of social media.
* Update and output printed collateral using DTP software
* Work collaboratively with your colleagues in Trees for Cities to help increase mutual benefit.

**Skills & experience**

**Essential**

* Experience in using social media management platforms
* Experience of all main social channels
* Experience of creating and commissioning content. Confident copy writing skills. Story-telling skills
* An understanding of emerging trends
* Experience of image editing, using Photoshop, Canva or similar.
* Experience of managing paid-for campaigns
* Strong oral and written communication skills;
* Efficient IT skills, including usage of website CMS, marketing analytics, social media marketing tools and email marketing tools;
* Ability to learn new skills and tools
* Interest in the urban environment and an enthusiasm for our cause.
* Ability to take good photographs/videos using mobile phones and standard digital cameras – but you don’t to be Annie Leibovitz.

**Desirable**

* Experience of hyper-local social media e.g. targeting localities via paid-for media, and via earned media such Facebook community groups.
* Desktop publishing skills, experience of using industry-standard software such as InDesign.
* Experience of managing suppliers of design, copywriting, and other services.
* Previous experience of working in the charity/not-for-profit sector

**Personal Qualities**

* Achievement oriented – ability to set and work to 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
* Excellent interpersonal skills including the ability to skilfully negotiate and influence others, and build good working relationships internally and externally;