

JOB DESCRIPTION

JOB DETAILS

Job Title:	Marketing Manager – Trees for Streets
Reports to:	Head of Marketing and Digital Engagement
Direct reports:	None currently
Working hours:	Full time 35 hrs per week
Salary:	£38k-£40k
Location:	Office based. Flexibility for hybrid working arrangement (minimum 2 days per week at Trees for Cities' head office in Brixton, London)

PURPOSE OF JOB

To manage all marketing activities for the Trees for Streets programme to deliver business objectives and tree sponsorship targets.

Specific responsibilities will focus on effective marketing that generates sponsorships from residents and local businesses in our operating areas. You will also lead on promoting the scheme to new local authorities, funders and other organisations to raise awareness, extend reach and grow support.

Success in this role will be measured through the successful delivery of street tree sponsorships against annual targets in our existing operating areas and the growth of the scheme into new localities.

You'll effectively be managing an in-house street tree marketing agency.

Whilst there are currently no direct reports, there is the potential for team growth in response to programme development.

KEY ACCOUNTABILITIES AND RESPONSIBILITIES

Direct marketing, social media and resource management

- Develop and deliver the annual marketing activity plan for the Trees for Streets programme in line with business objectives and sponsorship targets.
- Devise plans to promote the scheme to residents, businesses, potential funders, local authorities, and organisations/individuals of strategic interest.

- Coordinate and manage all Trees for Streets direct marketing activities, including door drop and tree labelling campaigns.
- Plan, manage and deliver national and local social media campaigns – both paid and organic.
- Produce or instruct the creation of original content for all channels – to include writing copy, photography, photo editing and film.
- Meet with tree sponsors within communities and capture their stories to inspire more people to sponsor trees.
- Manage the design and production of all marketing materials (letters, flyers, posters and brochures).
- Manage the continual improvement of the usability, design, content and functionality of the programme website, working closely and building strong relationships with the third-party web developer.
- Devise and manage effective customer email journeys.
- Utilise a range of digital marketing techniques to promote the scheme (including email, SEO, paid search, retargeting, etc.).
- Review new technologies to keep the project at the forefront of developments in digital marketing.
- Build relationships with journalists (national and locality-specific) to generate media interest in the programme, write press releases and respond to media requests.
- Build and manage relationships with designers, freelancers, copywriters and other specialist service providers.
- Closely monitor the performance of all marketing activities, making adjustments as needed to deliver results.
- Produce monthly analysis reports for managers.
- Manage and forecast the programme marketing budget effectively.

Local Authority Communications

- Build and manage relationships with local authority communications teams.
- Influence, motivate and support council communications teams to regularly promote the scheme through the council's own channels e.g. e-newsletters, print magazines, events, PR and social media accounts.
- Liaise with local authority Tree Officers and other representatives to ensure the promotion of the scheme within the council and externally.

Brand and tone of voice

- Manage the Trees for Street's identity, ensuring consistency across all digital and print platforms within the Trees for Cities brand hierarchy.
- Develop the programme's key messages and tone of voice.

Additional responsibilities

- Build strong relationships and work closely with colleagues within Trees for Cities.
- Assist with and attend events as instructed.
- Undertake other reasonable duties at the direction of the Head of Marketing and Digital Engagement.

PERSON SPECIFICATION

SPECIFICATION	ESSENTIAL	DESIRABLE
Proven experience in a comparable marketing manager role.	X	
Demonstrable experience of the full range of direct marketing activities – someone who can turn their hand to all aspects of the marketing role.	X	
Proven track record of high-quality, impactful copy writing and storytelling.	X	
Extensive experience of managing social media channels and running Facebook advertising campaigns.	X	
Assertive and tenacious and able to skilfully negotiate and influence others.	X	
Experience of producing a wide range of marketing materials, including writing copy and working with designers.	X	
Sound data analysis skills	X	
Efficient IT skills, including familiarity with website content management systems, marketing analytics and email marketing tools.	X	
Proven ability to manage delegated resources effectively to achieve targets.	X	
Strong communication and presentation skills.	X	
Ability to manage multiple projects, work to tight deadlines and prioritise conflicting demands.	X	
Eligible to work in the UK	X	
Experience of commissioning content and copy.		X
Experience of working within the not-for-profit sector		X
A genuine interest in the role of street trees in the urban environment and desire to fulfil Trees for Cities' mission		X

All employees have a duty under the Health & Safety at Work Act to ensure that their working environment is free of hazards that may prove injurious to themselves, their colleagues, and all those engaged in the charity's activities. Trees for Cities' office is a no-smoking environment; all staff have a responsibility to keep the office clean and welcoming.

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 their line manager.

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.

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.