

# Job Description

## Development & Advocacy Manager - London

**Reports to:** Senior Development Manager (England)

**Staff reports:** None

**Working Hours:** Full time 5 days per week (35 hours)

**Location:** Office-based in Brixton, SW9. Flexibility for hybrid working arrangement with minimum two days a week in the office.

**Salary:** £36,000 - £37,400

## BACKGROUND

London is one of the world's largest urban forests – containing an estimated 8.4 million trees. Having spent over 30 years delivering impact in the capital largely through tree planting, this role will build on Trees for Cities' legacy of community focused planting and develop further partnerships & strategies that promote & centre the role of urban forestry in improving peoples, particularly to help secure climate resilience for all and the health benefits of being closer to nature. This role is key to the organisation moving into its new strategic phase.

## Purpose of job

To lead and manage the development of Trees for Cities' annual and multi-year programme of community urban forest projects in London; working with colleagues (particularly in the England team) and key London based partners & landowners, to ensure that projects are financially viable, targeting areas of greatest need and highest likely impact against our strategic impact areas. To be the charity's voice for urban forestry in London; developing key partner relationships, advocating for urban trees and raising the profile of the charity with stakeholders.

## Key Accountabilities and Responsibilities

- Drive the organisation's work in London forward; managing the development of impactful and innovative urban forestry projects that target areas of low tree equity, alongside other environmental and social parameters, which fit with the strategic priorities and context for the organisation in London and its wider UK programme.

- Lead the development of multi-year strategic partnerships with local authorities and other landowners that allow for community planting opportunities. Ensure funded project partnership agreements with landowners include a project budget, SMART deliverables and anticipated outcomes.
- Develop and nurture strong working relations with key stakeholders including the Greater London Authority, London Borough Councils, landowners, other charities, industry partners and the London Urban Forest Partnership. Be the face and voice of the charity within key networks in London, raising the profile of Trees for Cities and create further development opportunities.
- Actively monitor, gather intelligence, understand and analyse relevant areas of national and local policy to act on key opportunities for the organisation's work in London. Develop relationships across broad influencing audiences to achieve key outcomes in line with Trees for Cities' goals and objectives.
- Build relationships, and have a voice for urban forestry, with non-tree-sector stakeholders who play a role in the city's urban forest (such as utility providers, highway engineers, urban developers, public health and wider partners). Connect the "urban" with urban forestry in London and effectively centre urban trees within the urban environmentalism movement.
- Grow the Tree Cities of the World programme with local authorities in London, helping to promote standards of urban forestry in the capital.
- Ensure smooth operation of programme development in London, including; programme planning and reporting; standard cost development; management of income plans; maintaining an overview of the financial viability and forecasting of the programme; and ensuring robust programme development systems and processes that are in alignment with UK programme development processes and integrated with wider organisational ways of working.
- Manage the application for (and management of) landowner, Local Authority, national and regional government partner (e.g. GLA) income for London projects as appropriate; working closely with the Fundraising team as required to develop London focused funding bids.
- Support the Marketing & Communications team to raise awareness of our London urban forest programme. Support content generation for website, e-newsletter, annual report, social media, press releases, and partner / sector communication channels.
- Actively develop and exploit opportunities to talk about urban forestry in London to new potential partners, a range of stakeholders and key influencers.

- Work with the Impact team to evaluate the success of urban forest projects in London and to support the creation of annual impact reports for partners. Maintain effective monitoring processes, project and funding records, and generate key messages that communicate the impact of each programme.
- Maintain funding files and record information on internal systems including Monday.com, Donorfy, iPlicit and Salesforce. Carry out all necessary administrative tasks related to the London urban forest programme.

## Person specification

We recognise that this role spans distinct skillsets in project development and advocacy work. As such, even if you do not meet all below criteria, we encourage applicants from backgrounds which may lean more strongly into one of these two fields with a view to training in the other.

Specification	Essential	Desirable
Experience of developing and managing successful partnerships and building relationships with key stakeholders; particularly with landowners, local authorities and funders	X	
Experience of developing projects and programmes; an experience of urban tree or environmental projects would be particularly desirable.	X	
Experience of working in an influencing or advocacy context to communicate key messages effectively	X	
Experience of being involved in campaigning or influencing work that has changed attitudes, behaviours and/or policy of key stakeholders		X
Experience of shaping, implementing and evaluating effective policy and advocacy strategy in the environmental/voluntary sector and providing technical policy input or advice		X
An understanding of different levers and approaches that can be used to effectively influence decision-makers		X
Excellent project management skills with the ability to multi-task, problem solve and evaluate the impact of projects.	X	
Strong written and verbal communication skills with experience of writing proposals, compiling reports, publicity materials, event speaking and interviews.	X	
Excellent interpersonal skills including the ability to build good working relationships with partners and colleagues.	X	

A strong team worker who supports others, collaborates to solve problems and commits to overcome obstacles. There is scope to grow a small team as part of this role and so experience in managing others is desirable.		
Ability to work to targets and deadlines through effective time-management.	X	
Numerate and able to work with spreadsheets and budgets.	X	
Excellent organisation and administrative skills with the ability to plan work schedules and work to deadlines.	X	
Knowledge and understanding of the urban forest including the role of urban trees in developing resilient and biodiverse city environments, and their social and environmental impact. Some technical expertise on tree planting and maintenance would be desirable.		X
Experience of using software, maps and open-source data.	X	
Understanding of the basic principles of health and safety.	X	
Creative and able to develop new ideas including how to engage landowners, partners and community groups.	X	
A positive approach and the ability to cope with flexibility and change.	X	
Takes initiative but also enjoys working as part of a team and willing to provide support to colleagues – a “can do” attitude.	X	
Eligible to work in the UK	X	
Experience of working within the not for profit sector		X
An active interest in the natural 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 his/her 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.