



Department
for Work &
Pensions

KICKSTART SCHEME

DWP Bid Unique Identifier

Job Placement title Assistant Marketing & Communications Officer

Company name Trees for Cities

Job Placement summary (Outline of the job description including key responsibilities and detail of the skills the young person will develop. Please provide as much detail as possible Please do not use bullet points)

This placement is part of Race for Nature's Recovery (www.race4nature.org.uk), a new programme working to improve the diversity of the environmental sector. It is open to all young people that are eligible for Kickstart placements. We particularly welcome applications from young people who are: i) From BAME backgrounds; ii) Living in economically deprived areas of the UK; iii) Non-graduates.

If you are keen to gain experience in the environmental sector, or curious to find out what working for an environmental charity might be like, then this role is for you. Working for Trees for Cities will offer you hands-on experience in a national charity that is at the forefront of the urban greening movement in the UK.

The new Assistant Marketing & Communications Officer will support Trees for Cities' broader Marketing & Communication team in its day-to-day operations. It is a brilliant entry-level role for someone looking to learn more about the environmental sector and join our small but vibrant Marketing and Communication team. You will help us deliver their objectives to enable and inspire more people to plant, protect and promote urban trees.

Key responsibilities include dealing with webshop orders; packaging and posting merchandise and welcome packs to new supporters; checking press mentions of Trees for Cities online and updating the wider team. You will also help the team to follow up email enquiries from members of the public; help to write short stories and content for the website; help to update our online interactive impact map and support the wider team with the launch of a new Community Hub - designed to encourage grassroots community groups to plant urban trees across the UK.

As part of this role, you will learn about how fundraising and digital communications work in a small organisation and get the chance to use CMS – Content Management Systems – to update the website and help with social media posts. You will also get the opportunity to support the Marketing & Communication Manager with drafting press releases and following the lifting of COVID-19 restrictions, attending community tree planting events to help sell branded merchandise. Also, there may be other tasks that arise on an ad-hoc basis from the team.

While the opportunity is a support role at its heart, requiring a certain amount of administration and processing tasks, there will be many opportunities to get stuck-in on creative assignments too and to help to deliver our Generation Tree strategy by working directly with young people to create a new movement in urban tree planting.



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**Essential skills, experience
and qualifications** (please do
not use bullet points)

The person we are looking for is someone who is eager to support the environmental movement. Knowledge about trees and woodlands again is desirable but not essential. We value your curiosity and desire to know more about these areas so that we can harness your enthusiasm in our work programme. Again, you will gain valuable knowledge in this area if you are the successful candidate.

The successful candidate will have excellent written and verbal communication skills, as well as good IT skills and a willingness to take on new things and work towards deadlines. They will ideally have a minimum Maths and English to GCSE level grade 9-4 and please do mention any other qualifications / training in your application.

Any experience of digital communications and creating digital content would be welcome but is not essential, as you will learn a lot on the job.

The person should also have a positive and enthusiastic approach to work, be task/goal oriented and have a willingness to collaborate, learn from and support the wider team. Good time keeping is essential.

You will be enthusiastic about nature and happy to get stuck in with outdoor tasks from time to time and not afraid of changeable weather or a bit of mud.



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Number of hours per week 25

Working pattern and contracted hours (including any shift patterns)	Working hours will normally be Tuesday – Friday 9am – 3.15pm including 1 hour for lunch; Specific working hours can be agreed with your manager to meet specific needs
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Hourly rate of pay £10.85 / hour

Details of employability support (training opportunities/mentor)

This placement is part of the Race for Nature programme, hosted by Action for Conservation, Generation Success, SOS-UK and Voyage Youth. The partnership will provide the following central training, support and mentoring to all our Kickstarters.

All Kickstarters placed through the programme will be part of a small cohort of individuals that undertake two days of comprehensive training before their placements start. This will be followed by regular and ongoing online training, focussed on sector-relevant knowledge and understanding, resilience, leadership, employability, confidence and communication. Where appropriate, and as required, we will offer bespoke mentoring that supports individual young people to explore and progress their own personal development needs. In total there will be a minimum of 25 hours of training delivered by the core partnership managing the programme per Kickstarter through their placement.

Additionally, we will provide tailored knowledge-sharing activities, networking opportunities and celebratory events for our Kickstarters to address and advance their personal development and help them secure further employment within the sector. This will include a centralised communication campaign to celebrate and share highlights and learnings from the programme, and spotlight host organisations and young people.

We will support the host organisations to develop their internal capacity to embed diversity and inclusion at the highest levels of leadership, and action meaningful and long-lasting commitments to systemic change. This will include bespoke diversity and inclusion training for the senior leadership team of host organisations and/or the facilitation of reverse mentoring between the young people on placement and members of the senior leadership team.

In addition to the above:

If you are the successful candidate, Trees for Cities will support you throughout your employment to gain new skills, confidence and knowledge and to encourage you to use your own strengths and experience in each task. You will be line managed by the Marketing and Communications Team manager through regular informal catch-ups and 121s. These will be designed to make sure you have the opportunity to discuss how you are settling in and to identify how your role will develop as the placement progresses. You may be joining other Kickstarter recruits and TfC will ensure all will have opportunities to collaborate and use their experiences to feedback on the Kickstarter process.

You will learn about the importance of raising awareness of urban trees and inspiring a new generation to take up the mantle for urban tree planting. This may include attendance at off site fundraising events and opportunities to help out with the annual Urban Tree Festival currently planned for May 2021.

The successful applicant will be introduced to the team and organisation over a period of weeks



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and will be supported and mentored throughout - by the *Digital Communications Officer* and the *Individual Giving Coordinator* respectively depending on the task - with the ultimate oversight of the Marketing & Communications Manager.

There will be weekly face-to-face catch-ups and on the job training in respect of key deliverables as well as regular support should there be any questions.

In addition, should there be a specific area of interest that the applicant would like to learn more about, then we will try to provide this within the content of the role, in addition to a variety of online learning recourses/webinars that are available to the team and wider organisation.

Closing date for applications Sunday 4th April 2021

Using the table on the next page please provide details for each Job Placement by location.



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Employer Job Placement reference (where applicable) <small>12 Characters Max</small>	Job Placement location and address (including post code)	Contact details for the Job Placement Name (required) Email address (required) Telephone (optional)	How to apply for the Job Placement	Number of Job Placements at location	Maximum number of referrals per Job Placement	Is public transport available? Yes/ No/ Don't know	Anticipated start date/s (if known)
	HEAD OFFICE: Trees for Cities, Prince Consort Lodge, Kennington Park, Kenngton Park Place, London SE11 4AS. Home based from time to time.	Christopher Owens, Marketing and Communications Team Manager christophero@treesforcities.org M: 07731023317	Please send the following documents to recruitment@generation-success.com by 5pm on Sunday 4 th April 2021: <ul style="list-style-type: none">• CV / personal Statement• Cover letter that includes a paragraph on the following: i) An introduction to yourself; ii) Why you want to work as an Assistant Marketing and Communications Coordinator; iii) What skills and experiences you can bring to this role; iv) Why you want to work for Trees for Cities	1 in this role and up to 3 more in other roles at Trees for Cities	50	yes	Early to Mid April 2021



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