**Social Media Expert (Freelance fixed-term contract 12 months – 2 days per week)**

**Introduction/Overview**

**Trees for Streets** is the new **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 letting residents and businesses sponsor new street trees.

The scheme is a collaboration between the progressive 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.**

The role of the **Social Media Expert** is to promote and communicate the scheme via social channels, both to a national audience but most importantly to **our local audiences** in the neighbourhoods we are working.

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 **hyperlocal level**.

This is an incredibly exciting role which requires a diverse skillset from a motivated spirited individual.

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

**Staff reports:** None

**Working hours**: 2 days per week spread over the week.

**Salary:** This is a freelance contract role, which may suit someone who working on a portfolio/freelance basis, or someone wanting to manage their work life balance. 12 month fixed term contract.

**Location**: Home based, with limited travel, and occasional meetings/workshops at the Trees for Cities’ head office in Kennington SE11.

**Purpose of job**

1. To project the Trees for Streets project into the social media space both at a national and hyperlocal local level, communicating our messages and values to our target audiences (councils, funders, sponsors, community groups and residents), and **creating a two-way channel**. The outcome of your work will be greater local authority adoption of the scheme, more sponsorship, a growing base of funding support and credibility within our space.
2. To help develop the social media strategy. This is a new project and we expect to have to adapt quickly as we learn what works and what doesn’t.
3. To help ensure that our launch year is successful, and that we have a sustainable venture moving into 2022.

**Key accountabilities and responsibilities**

* This is a hands-on roles delivering our social media strategy.
* Working with the Marketing and Communications Manager and Local Engagement 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)
* Commissioning and producing content to support the social media strategy.
* Keeping all our social channels up to date, 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.
* Ensure that the rest of the team develop a strong working understanding of social media.
* Work collaboratively with your colleagues in Trees for Cities to help increase mutual benefit.
* Attend team and leadership meetings as necessary (we see these being mainly online this year)

**Skills & experience**

* Experience in using social media management platforms
* Experience of all main social channels
* An understanding of emerging trends
* Experience of hyper-local social media e.g. targeting localities via paid-for media, and via earned media such Facebook community groups or Nextdoor.
* Experience of managing paid-for campaigns
* Experience of commissioning content. Confident copy writing skills. Story-telling skills
* 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;
* Strong oral and written communication skills;
* Efficient IT skills, including usage of website CMS, marketing analytics, social media marketing tools and email marketing tools;
* Interest in the urban environment and an enthusiasm for our cause.

*(The role sits in the* ***Trees for Streets project team****, but contractually falls within* ***Start with Local.****)*

To apply, please send your CV and a covering letter, along with examples of your work to: [hello@treesforstreets.org](mailto:hello@treesforstreets.org)