



Communications Lead – Trase Initiative



Contents

Letter from the Executive Team	Page 3
About Global Canopy	Page 4
About the SEI	Page 5
About the Trase Initiative	Page 6
Organisation Charts	Page 7
About your role	Page 8 - 9
Person Specification	Page 10
Salary and benefits	Page 11
How to apply	Page 12

Letter from the Trase Executive Team

Dear Candidate,

Thank you for your interest in the role of Communications Lead with the Trase Initiative.

Global Canopy is an innovative environmental organisation that targets the market forces destroying tropical forests. Our mission is to accelerate progress towards a deforestation-free global economy - through improved transparency, innovative finance and strategic communications

Our Trase initiative with the Stockholm Environment Institute (SEI) is a ground-breaking sustainability platform, enabling governments, companies, investors and others to better understand and address the environmental and social impacts linked to their supply chains.

The role of Communications Lead – Trase Initiative is a unique opportunity to be at the heart of an international team breaking exciting new ground in the pursuit of more transparent and sustainable supply chains

If you are an experienced and creative communications professional, skilled in developing effective strategies, managing teams to deliver complex and challenging communications and compelling content across different channels, we want to hear from you.

You will need energy, determination and outstanding organisational skills to make your career at Global Canopy thrive. In return, we will offer our personal commitment to support your journey at every step.

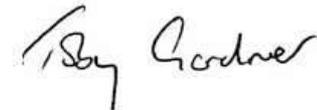
To discuss this role further, please get in touch with Tom Espley on +44 (0) 1865 724 333. We will be delighted to hear from you.

Yours,



Niki Mardas

Global Canopy



Toby Gardner

Stockholm Environment Initiative



About Global Canopy

Global Canopy is an innovative environmental organisation that targets the market forces destroying tropical forests. Since 2001, we have been testing new approaches to tackling deforestation, and guiding companies, investors and governments worldwide to think differently about our planet's forests.

We focus on the market forces driving two thirds of deforestation worldwide.

We do not create protected areas to keep rainforests standing, but focus instead on the production, trade and financing of the key commodities responsible for agricultural expansion into tropical forests.

We provide data, insight and guidance for the companies, investors and governments already taking positive action, and help shine a light on those that need to do more.

And we target the trillions of dollars of investment and lending which contribute to destroying forests and other vital natural capital, while highlighting new opportunities for sustainable investment.

The Trase initiative and our partnership with the Stockholm Environment Institute is at the heart of our work.

About SEI

SEI is a world-leading international non-profit research and policy organisation that tackles environment and development challenges. It aims to connect science and decision-making to develop solutions for a sustainable future for all.

The work of SEI spans climate, water, air, and land-use issues, and integrates evidence and perspectives on governance, the economy, gender and human health.

SEI's approach is highly collaborative: stakeholder involvement is at the heart of its efforts to build capacity, strengthen institutions and equip partners for the long term.

About the Trase initiative



Trase is a ground-breaking sustainability platform, enabling governments, companies, investors and others to better understand and address the environmental and social impacts linked to their supply chains.

It draws on vast sets of production, trade and customs data, for the first time laying bare the flows of globally-traded commodities. It comes as a direct response to the ambitious commitments made by leaders across sectors to achieve deforestation-free supply chains by 2020 – and the urgent need this creates for a breakthrough in assessing and monitoring sustainability performance.

First launched in 2016, Trase is pursuing an ambitious 5-year strategy, growing rapidly and expanding from an initial focus on soy and

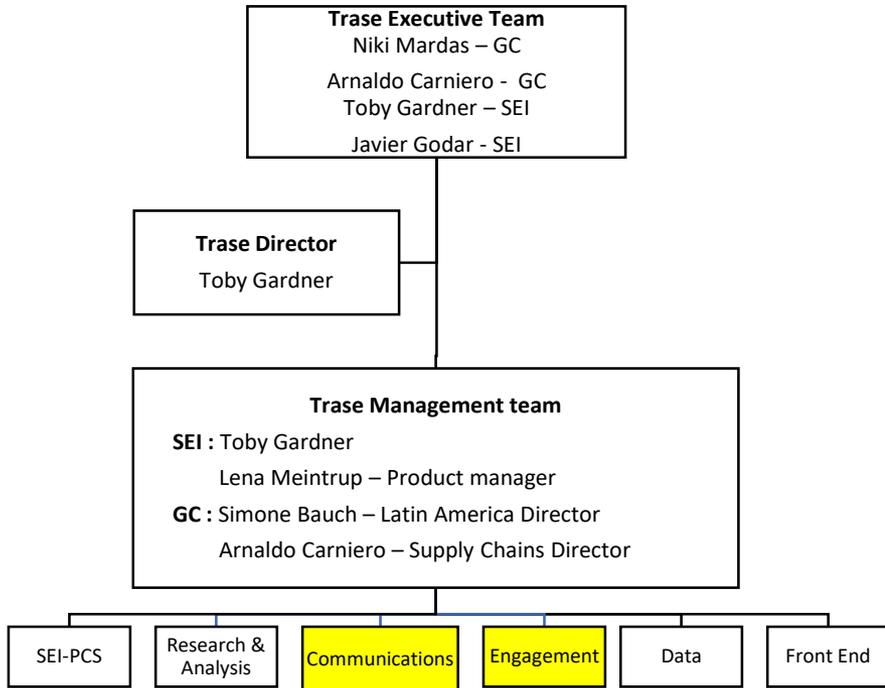
cattle in Latin America, to take in Indonesian palm oil next year, and up to 70% of 'forest risk commodities' by 2020.

Trase is a partnership between the two founding partners, Global Canopy and the Stockholm Environment Institute.



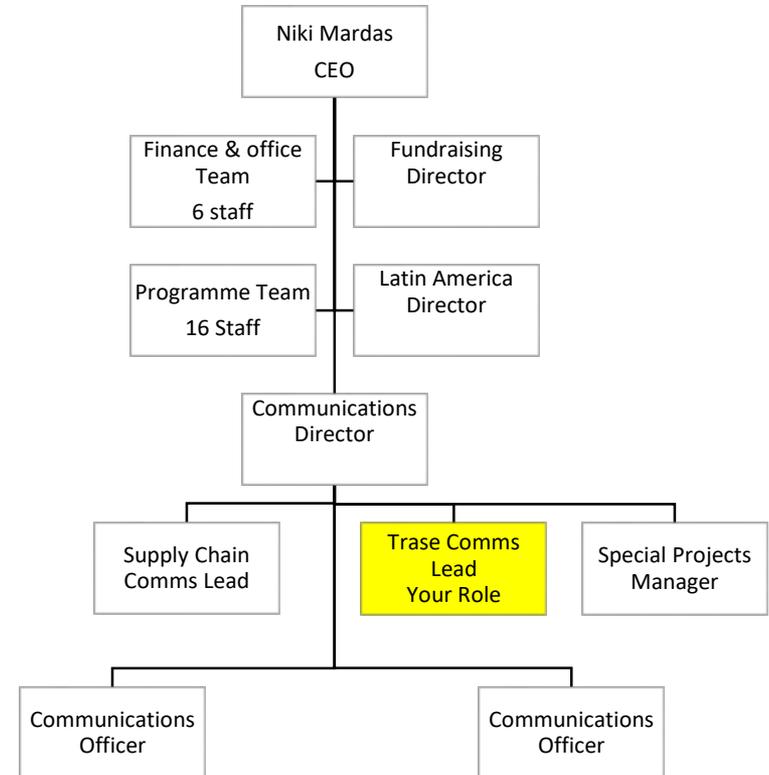
TRANSPARENCY FOR
SUSTAINABLE ECONOMIES

The Trase Partnership



The work of the Trase partnership is arranged into 6 x work streams. Global Canopy lead on the Communications and Engagement work streams.

Global Canopy



About your role - Overview

This is an exciting opportunity to be a key leader at the heart of Trase (Transparency for Sustainable Economies - www.trase.earth), a pioneering transparency initiative run jointly by Global Canopy and the Stockholm Environment Institute.

The vision of Trase is to be the go-to public supply chain information system for companies, governments, investors, NGOs and other actors seeking to transition towards more sustainable production, trade and consumption for the world's major 'forest-risk' agricultural commodities. Trase is transforming our understanding of agricultural commodity supply chains by increasing transparency, revealing the links to environmental and social risks in tropical forest regions, and creating opportunities to improve the sustainability of how these commodities are produced, traded and consumed.

The successful candidate will be passionate about the vision of Trase to create positive change, and have the strategic, leadership and creative skills to deliver powerful communications in support of that vision. S/he will be an experienced and creative communications professional, skilled in developing effective strategies, managing teams to deliver complex and challenging communications across regions and institutions, and creating compelling content across different channels.

The successful candidates first task will be to review the Trase communications strategy, ensuring it is aligned with the Trase engagement strategy, and developing effective internal communications to position communications at the heart of the broader Trase team.

The role sits within the communications team at Global Canopy, and will work closely with programmatic and communications staff across Global Canopy and SEI.

About your role - Responsibilities

- Lead the development of the Trase communications strategy and activity plan to drive the uptake of Trase amongst market, government and finance sector leaders.
- Lead a team of Global Canopy (and SEI) communications staff assigned to work on Trase communications, ensuring delivery against communications objectives to the required quality and accuracy.
- Communicate key insights on the sustainability of supply chains from analysis of Trase data, including through our flagship annual Yearbook (yearbook2018.trase.earth), to industry and government leaders, and key opinion formers and the media.
- Oversee the delivery of the outputs as set out in the Trase communications strategy and plans to the agreed deadlines, identified audiences and required quality and accuracy.
- Monitor and identify opportunities to communicate Trase to key audiences as presented by the news cycle, and stakeholder and public discourse, positioning Trase as a key resource in creating high levels of transparency and accountability across the agricultural commodity sector and the finance behind it.
- Establish KPIs and monitor performance of communications outputs, keeping the Trase Management Team updated on a regular basis.
- Manage external communications agencies and consultants working in support of Trase.
- Maintain oversight and input to decision making regarding the creation, management and expenditure of communications budgets associated with Trase.
- Advise on and develop the communications elements of funding proposals related to Trase.

About you – Person specification

Essential

- At least five years of experience in a lead communications role on issues related to sustainability and/or global trade.
- Leadership and team-management skills, with a proven track record of leading a team to deliver on an ambitious communications strategy.
- Experience working with data and digital projects, and translating data-rich insights into compelling stories
- Superb writing and editing skills, and ability to present clearly and effectively to different audiences including senior decision makers.
- An understanding of 'forest risk commodities' and associated sustainability risks and opportunities.
- Effective under pressure and ability to deliver against tight deadlines.

Preferred

- Proficiency in Spanish, Portuguese, Bahasa or Chinese.
- Experience communicating in different cultural and political environments.



Salary & benefits

Salary: I.R.O £38,000

Nature of contract: The contracted hours are 37.5 per week. There may be out of hours working and some travel, for which notice will be given.

Base: The post is based at Global Canopy's office in Oxford, England. There is a potential for some flexibility in terms of location (i.e. working remotely for 2 days a week for example).

Holidays: 20 days holiday - plus discretionary days between Xmas & New year. Rising to 25 days over first 5 years of service

Probation Period: Global Canopy has a standard probationary period of 6 months for posts of this nature.

Pension: Global Canopy offers a pension to all employees. Further details will be given to staff when they join.

Additional benefits: Global Canopy offers a Child Care Voucher Scheme (open until September 2018).

Smoking Policy : Global Canopy has a no smoking policy.



How to Apply

To apply for the position, please send an up-to-date CV and covering letter by email to jobs@globalcanopy.org

The covering letter should explain your motivation for the role, and how your skills/experience fit the person specification. (Please no more than 2 sides A4)

The closing date for applications is 9am on Tuesday 28th August

Interviews are provisionally planned for Tuesday 4th September in Oxford.

Questions

If you have any questions about the position, then please contact:

Tom Espley on 01865 724 333,
t.espley@globalcanopy.org