



**Position:** Marketing Analyst

**Period & Start Date:** Full time - ASAP

**Location:** London

**Experience:** 1+ years preferable

**Salary:** £25k + stock options depending on experience

## About Treeapp

Treeapp is one of the fastest growing startups in the climate-tech space - working with 1,000+ brands and growing a community of 100,000+ users!

We're a global tree planting organisation operating sites across the world, supporting both businesses & individuals to make a difference. We specialise in working with businesses to integrate tree planting directly into their offering as well as offset their carbon emissions. Treeapp also operates a leading mobile app which enables anyone to plant trees for free.

Treeapp has been growing rapidly, and we're proud to have planted more than 3 million trees. Have a look at our 2023 impact report [here](#).

## The role

We're looking for a climate-conscious Marketing Analyst to work alongside our Marketing team. You will get the opportunity to shape the brand and inspire millions of people to join our movement to combat climate.

You will own and develop the social media content calendar, working with our Marketing team to plan, curate and create content to maintain and increase engagement.

You'll play a pivotal role in engaging and building reputation in our community by building stronger connections with new and existing users as well as looking after our relationship with our clients.

### **What you'll get up to / responsible for:**

- Plan, produce & edit high-quality content for paid / organic channels using our illustration tools.
- Own & develop social media & content marketing strategy, coming up with new content campaigns to increase conversions and follower base (Instagram, Facebook, Twitter, TikTok)
- Engage with new brands to get new eco prizes for prize draws
- Help with customer support tickets along with the rest of the team
- Strategise & write CRM activity: email and push
- Develop SEO-optimised blogs for our website to be shared on social media platforms
- Leverage social analytics tools to provide and share performance and insights with the wider team, developing best practices and inform strategy based on results and channel audits.
- Regularly undertake competitor analysis to identify industry trends
- Actively seek opportunities to leverage creator and influencer content

### **What we look for / would love to see:**

- Someone preferably 1+ years of experience in Marketing/ Content Creation or similar role and interest in making engaging videos on social channels
- Lots of creative ideas & initiatives to grow our audience
- Ability to analyse insights and use them to optimise our marketing strategy
- Fantastic copywriting skills
- Eye for design
- Familiar with all the latest social media channels
- Excellent attention to detail

Please note: if there's an area on this list you aren't confident you fulfil, don't let that hold you from applying if the role excites you!

## What you'll get:

- Join one of the fastest growing startups in the climate-tech space
- Open company culture where you have the potential to grow, take lots of responsibility & make things happen quickly
- Have your own personal impact on positively contributing to restoring the world's forests
- Competitive salary and options to get equity in Treeapp
- Opt-in Pension scheme
- Flexible workspace (we are remote friendly but have a beautiful office in central London)
- Occasional Treeapp merchandise
- Regular team socials & company events
- Free coffee & beer at the office
- 30 days off (inc. BH) + the day off on your birthday!

## About Us



*Some of the Treeapp team helping plant trees in the UK*

Treeapp is a global tree planting organisation operating sites across the world, supporting both businesses & individuals to make a difference. We specialise in working with businesses to integrate tree planting directly into their offering as well as offset their carbon emissions. Treeapp also operates a leading mobile app which enables anyone to plant trees for free.

We're Certified B Corp! Certified B Corporations are businesses that meet the highest standards of verified social and environmental performance, transparency and accountability. 🌍 We have passed the assessment with an overall B impact score of 101.1! Most businesses complete this assessment with an average score of 80: achieving this certification with such a score reinforces our belief in being a force for good!

Our office, or as we like to call it, our Treehouse is located in a WeWork on Chancery Lane (with loads of benefits that come with it: bike storage, showers, free coffee & beer, right next to Leather Lane market with great options for lunch!).

## Why work for us?

Treeapp featured in Business Insider's [37 Most Promising Climate-Tech Startups of 2022, According to Top VCs](#), in [London's 101 Fastest Growing CleanTech Startups](#) & [London's Best Sustainability Companies – To Work For and Buy From!](#)

## Impact

The Treeapp team is all about growing a global impact. So we're very happy to have planted over 4 million trees across 5 continents since our launch!

*Some Treeapp planters across the world*



## Contact details

Please send your CV + cover letter (optional) to [careers@thetreeapp.org](mailto:careers@thetreeapp.org)

Do **you** want to change the world? **Join us and we'll change it together.**

Treeapp cultivates a culture of inclusion and equal opportunities without regard to race, religion, gender, gender identity, sexual orientation, national origin, disability, age or other. We recruit and reward based on capability and performance and believe differences and unique perspectives will create a thriving and innovative community.