



Position: Marketing Coordinator

Period & Start Date: Full time - ASAP

Location: London

Experience: 2+ years preferable

Salary: £30k - £35k + stock options depending on experience

About Treeapp

Treeapp is one of the fastest growing startups in the climate-tech space - working with 1,500+ brands and has had over 250,000 downloads!

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 5.5 million trees. Have a look at our 2025 impact report [here](#).

Treeapp has partnered with well-known brands and artists including Pubity, Tom Misch, Disclosure, Wild, L'Oréal, Marriott and many more.

The role

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

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 be responsible for managing and growing partnerships with brands, events, and artists to elevate Treeapp's reach and impact.

What you'll get up to / responsible for:

- Plan, produce, and edit engaging content for organic channels using Figma, Capcut and Canva.
- Develop and manage Treeapp's content and social media strategy across LinkedIn, Instagram, Facebook, X, and TikTok, creating creative campaigns to grow engagement and drive conversions.
- Lead outreach to potential B2C and B2B partners to support content collaborations, eco giveaways, and broader marketing partnerships.
- Assist in the optimisation of paid marketing channels (e.g. Google Ads) by conducting keyword research, updating ad copy, and tracking campaign performance.
- Collaborate with the wider team to provide support with customer service tickets and enquiries.
- Write and publish SEO-optimised blog content for Treeapp's website, promoting posts via relevant social platforms.
- Use social analytics tools to report on content performance, share key insights with the team, and make strategic recommendations.
- Identify and explore opportunities to work with creators and influencers, leveraging their content to support Treeapp's growth.

What we look for / would love to see:

- Someone with preferably 2+ years of experience in Marketing/ Content Creation/ digital marketing or similar role
- Interest in filming and editing 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)
- 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. Treeapp also operates a leading mobile app which enables anyone to plant trees for free, simply by watching ads.

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 5.5 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

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.