

# Trees for Life

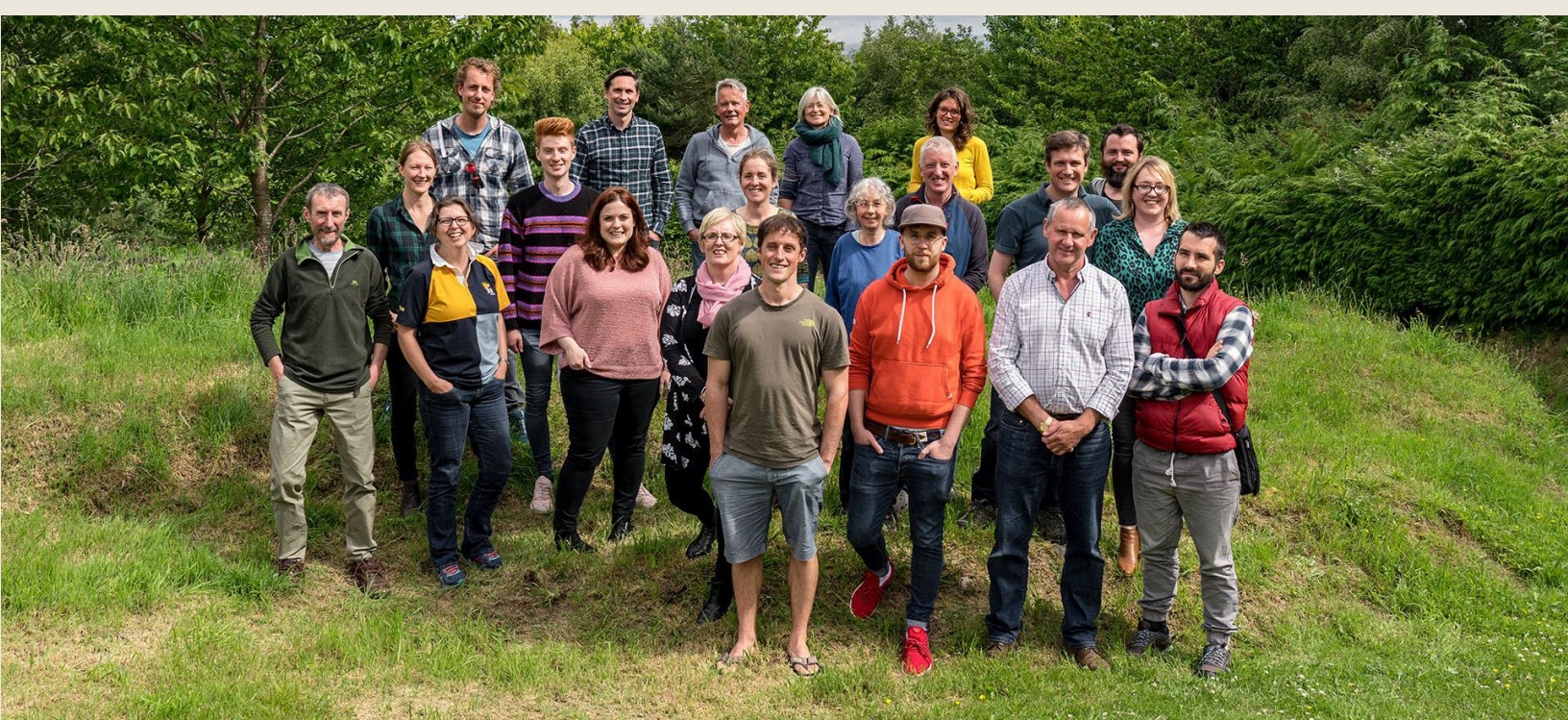
## Skills for Rewilding Digital Marketing Traineeship

Trees for Life are recruiting a digital marketing trainee. Telling the Trees for Life story through digital channels is a key element in the charity's success through recruiting and retaining donors and inspiring people to start their own rewilding journeys. This is now even more important due to the restrictions we have all had to live with through the pandemic. Inspiration, creativity, innovation and a passion for the natural world are all required to make this traineeship a success. In turn we can provide the opportunity to work on specific campaigns in support of your training goals and in a year where the world's leaders will be coming to Scotland to focus on reversing the effects of the climate emergency and biodiversity collapse.

In person learning and training experiences associated with digital marketing will mostly take place at the Trees for Life office at Findhorn. Rewilding and conservation focused learning will largely take place at Dundreggan Estate, near Loch Ness. There is likely to be a significant amount of supported learning whilst working from home. The position will come with an increased bursary to support the trainee to live within the Inverness region, but accommodation will not be provided.

### Traineeship experience and learning

- Creating social media and web site content
- Understanding audiences
- Writing blogs
- Digital marketing metrics and analytics
- Using collaborative technologies
- Evaluation techniques
- Design, implementation and evaluation of campaigns



## Desirable attributes for this traineeship include

- Interest in rewilding and environmental conservation
- Motivated and organised
- Able to work independently
- Good communicator
- Aptitude for writing
- Proactive in seeking out opportunities
- Flexible (happy to help with whatever needs doing)
- Willing to participate in practical conservation work in potentially cold/hot, wet or midge conditions

## How you'll spend your time

- Four days a week learning by doing.
- One day a week independent study towards a Level 3 SVQ in Digital Marketing.



*Image credit: Danny Green*

If pandemic restrictions allow, there may be opportunities to go on work placements with external organisations, to make links with potential future employers and to increase knowledge about digital marketing and the conservation sector. In addition there will be crossover with activities on the other traineeships. There will be an opportunity to gain a first aid qualification and health and safety/risk assessment training will be provided.

The trainee will shadow and learn from experienced members of the marketing team at Trees for Life. Due to there being a working from home element to this traineeship, many of the desirable attributes mentioned will be considered essential.

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