

## Trust for Sustainable Living

As the world increasingly recognises the urgency of climate change and the imperative of nature conservation, young people need tools and platforms to engage with sustainability learning and action.

The Trust for Sustainable Living's (TSL) vision is for a world where everyone is educated and empowered to achieve a sustainable future.

Since 2011, TSL has been connecting children globally with scientists and thought leaders in sustainability via its [world-leading international sustainability summits and debates for schools](#). TSL works with students aged 7-18 and teachers in 80+ countries, and with leading UN and international youth and science organisations. Many of these child alumni have now gone on to become sustainability leaders in their own right, with their own inspiring stories to share. TSL has also recently launched its own app, as a platform for connecting people to personalised sustainability learning journeys, both locally and globally.

TSL is also proud to operate an award-winning visitor centre in West Berkshire, 'The Living Rainforest' (TLR) to bring nature conservation and sustainability to life for local families, communities and schools.

The charity has a history dating back to 1993 and is a recognised leader in its field, bringing people together and delivering innovation and impact through a global network of partners, programmes and two recently launched apps.

TSL is ideally placed to meet the needs of empowering young people to tackle climate change, and to continue to grow as a beacon of global and local sustainability engagement, underpinned by an outstanding sustainability education experience. It has a strong development strategy to deliver this based on three overlapping parts:

1. Grow global engagement and impact.
2. Secure the visitor centre's financial sustainability
3. Build support and partners

The charity is run by an ambitious and experienced management team, however we recognise that we need to strengthen our approach in the critical area of Marketing. **This is an opportunity to support and empower an ambitious and pioneering charity operating with high quality management in an area of urgent local and global concern.**

## **Strategic Marketing**

TSL's comprehensive strategic plan confirms the charity's ambitions for future growth and impact in the UK and worldwide.

As a charity, we have recognised the need to significantly enhance our marketing strategy and delivery for both TSL and TLR. As a global leader in sustainability education, TSL is ideally placed to make a difference in education and supporting young people in their sustainability and climate change goals, and we achieve amazing work in this area, but we do not necessarily have the expertise to build on or capitalise our successes.

**We are now looking for an experienced pro bono strategic Marketeer who can work with us to develop and deliver a marketing strategy for our organisation. This individual will work closely with Karl Hansen, CEO, the management team and the Trustees.**

**In addition we are looking for ad hoc voluntary marketing support** in the following areas :

- The promotion of marketing and fundraising events and campaigns
- Optimising our digital channels to drive engagement, raise our profile and grow our supporter base
- Supporting the organisation with its wider aims and seeking new and creative ways to present and promote TSL and TLR to its target audiences.
- Assist and guide messaging and promotional materials for social media campaigns

Initially employed on a voluntary basis, successful high-performing individuals may be considered for paid roles.