



Position Description

Chief Operating Officer

Role title	Chief Operating Officer (COO)
Reports to	Chief Executive Officer
Direct reports	A number of Trees That Count employees
Key relationships	Employees, Trustees, Key stakeholders across business, government and NGO
Date updated	June 2026
Role type	Permanent
Location	Ideally Wellington or Auckland but work remotely

Trees That Count

Trees That Count (TTC) is a New Zealand environmental organisation with an established track record leading high-impact native reforestation and regeneration projects across Aotearoa. Backed by science and trusted to deliver, we have solid stakeholder relationships across the sector, a committed funder and investor base, and a strong nationwide network of planting partners.

Our purpose: To restore nature, so it can, in turn, sustain and heal us.

Purpose of the role

The COO owns day-to-day operations across all organisational functions — including business and partnerships development, marketing and communications, product and technology, finance, and the nationwide planting programme — and is accountable for the organisation meeting its strategic objectives and KPIs.

The COO is expected to independently manage all internal relationships and day-to-day operational matters. Escalation to the CEO is reserved for planned check-ins, significant strategic shifts, or material operational issues. The COO also maintains direct relationships with the Board, supporting the CEO in governance obligations.

Measures of success

- Growth in funding revenue, underpinned by evidence-based impact data and storytelling
- Financial sustainability through sound planning, operational diligence and oversight
- Growth in number of trees provided to planting partners
- Positive environmental and biodiversity impact through successful restoration activity

Key responsibilities

1. Strategic planning and implementation

- Translate CEO and board approved strategy and medium to long-term goals into short-term operational plans
- Manage the organisation against those plans and ensure they are delivering to measures of success and strategic direction
- Establish continuous reporting and improvement cycles, monitoring key metrics and evaluating effectiveness
- Continually improve workflows and processes to drive operational efficiency

2. Financial management

- Own the annual budget and auditing processes, monthly financial performance, and expense management
- Drive pursuit of revenue targets, ensuring long-term organisational viability
- Maintain internal controls to support seamless year-end reporting and audit
- Monitor compliance and risk, ensuring adherence to legal, regulatory and compliance requirements

3. People management

- Own HR policies, including performance review and development processes
- Drive staff development and culture, with clear role expectations and active performance management

4. Governance and board support

- Provide the Board with timely, accurate and complete reporting
- Act as a connector between the CEO and Board on day-to-day operational activity
- Maintain independent working relationships with Board members

Skills, experience and qualifications

To succeed in this role, you will have senior leadership experience as well as:

- Strong implementation skills with ability to develop and execute on operational plans
- Understanding of marketing, business development, product and customer success principles
- Sound financial management and budgeting experience
- Demonstrated people leadership and performance management experience
- Relevant qualifications in business, management or a related field and ideally a background in the not for profit sector, either environmental or social
- Experience growing philanthropic or donor revenue, ideally in an environmental or conservation context
- A track record of guiding organisations through growth and change

Personal attributes

The ideal appointee will:

- Have a genuine passion for Aotearoa's natural environment
- Be curious, motivated, and driven
- Be a self-starter with ability to identify opportunities and influence change
- Be comfortable operating in a fast-changing, ambiguous environment
- Be able to balance commercial and environmental priorities
- Be an excellent communicator with strong stakeholder management skills

Working environment

Remote first, flexible working combining home, customer/stakeholder, and office, where available.

What we offer

- Competitive remuneration package commensurate with experience
- Professional development opportunities
- Meaningful work with direct environmental and social impact

Disclaimer

The responsibilities above are intended to describe the general nature and level of work required by the incumbent to achieve the expected outcomes for the job. From time to time, the incumbent may be required to perform duties outside of these responsibilities as required.