



NATIONAL TRUST OF AUSTRALIA (NSW) POSITION DESCRIPTION

Role:	Marketing and Communications Manager
Department:	Marketing and Communications
Primary Location:	National Trust Centre (NTC) Observatory Hill, Millers Point, Sydney
Reporting Manager:	Director, Marketing and Communications
Direct Reports:	Nil
Hours of work:	35 per week
Salary Pkg:	\$88,677

The National Trust of Australia (New South Wales) is the State's largest community based conservation organisation. It operates a number of important museums and historic properties while also looking after a large collection of objects and archaeological artefacts.

The Trust is established and its role defined by the *National Trust of Australia (New South Wales) Act 1990*.

The Trust is committed to providing educational and cultural services that will enhance public knowledge and enjoyment of these resources.

- Vision:** To bring the heritage of NSW to life for future generations
- Mission:**
- Advocate** for the conservation of built, cultural and natural heritage by engaging with the community and government.
 - Identify, conserve and protect** our built, cultural and natural heritage by example, advice and support.
 - Educate and engage** the community by telling our stories in ways that awaken a sense of place and belonging.

Primary Purpose

The Marketing and Communications Manager plays a crucial role in end-to-end campaign and project management to achieve brand story development, tourism, membership, fundraising and commercial objectives across venue hire and major event programs. The department also plays a crucial role in the communication and engagement of its advocacy and conservation movement and connection to the community through our members and volunteers. The role requires a high level of digital marketing proficiency across owned, paid, borrowed and earned channels; project and publications management; advertising and strong copy writing abilities. The role will deputise for the Director, Marketing and Communications on media relations and public relations and will manage specific projects as required.

Key Accountabilities

The position holder has responsibility for:

1. *The management, development and ongoing implementation and reporting of the content marketing strategy and online community management across owned, paid, borrowed and earned channels to achieve brand, cultural tourism positioning and visitation targets, support membership and fundraising objectives, market property-based enterprises such as venue hire and build the profile of Bush Management Services*

- In line with strategy, develop content marketing plans, create, curate and publish content across all channels.
- Write, curate and manage all content across the National Trust (NSW) website, ensuring best practice SEO and SEM and maintaining the brand 'tone of voice and look and feel'.
- Manage the scheduling, contributors, publishing and optimisation of the blog for both marketing and public relations outcomes.
- Post and amplify media mentions of the National Trust (NSW), driving the profile and awareness of properties, conservation work and advocacy across channels.
- Act as the central administrator of all social media channels and online platforms, moderating and responding to positive, negative and neutral engagement across all National Trust (NSW) social media and online channels.
- Liaising with other executive team members to develop standardised and reactive responses to community engagement online.
- Working with the Director, Marketing and Communications, develop a framework for reporting against all marketing and communications objectives and maintain the analytics, reporting and evaluation process to create a learning system.

2. *Communication and campaign management – online and print*

- In response to direction from internal clients, plan marketing and communications tactics and messaging, and timing for delivery, across digital and print channels to support: Visitation, venue hire, retail, membership, fundraising, BMS and Advocacy objectives.
- Write and manage the end-to-end production and design of marketing and communications publications: brochures, flyers, posters, fundraising and membership material, corporate communications – ensuring the National Trust (NSW) brand guideline is consistently adhered to across the organisation and that approval and feedback is sought from internal clients.
- Write exceptional copy for multiple purposes – both online and print – and provide editing support across the organisation.
- Produce and distribute the monthly eNews, the quarterly Member eNews and Advocacy eUpdate.
- In close liaison with the Director, Marketing and Communications, project manage the content, design, print production and distribution of the quarterly National Trust NSW magazine and any related supplement inserts.
- Write, develop and maintain a suite of marketing and social media content for Bush Management Services.
- Write and distribute media releases, and manage targeted lists of journalists for different areas of the organisation to achieve marketing and brand awareness aims.

3. *Digital, search and content marketing*

- Write and coordinate the posting of content across the National Trust (NSW) website, ensuring best practice SEO and SEM and maintaining the brand 'tone of voice and look and feel'.
- Coordinate online, social, print, display and search advertising campaigns, including the management of a search agency.
- Develop, write, curate and optimise organic and paid content for National Trust (NSW) central brand social media channels – developing cohesive storytelling campaigns that respond to trends in the market and community.
- Amplify media mentions of the National Trust (NSW) across social media, driving the profile and awareness of properties, conservation work and advocacy across channels.
- Work with the Content Producer, when appointed, to refine internal briefs and a production schedule of multimedia communication that the Marketing and Communications Manager will then publish, promote, optimise and distribute across online and print channels to achieve brand, visitation, venue hire, retail, membership, fundraising, advocacy and BMS outcomes.
- Liaising with other executive team members to develop standardised and reactive responses to community engagement online.

4. *Data management, reporting, analytics and evaluation*

- Working with the Director, Marketing and Communications, collate data and analytics and translate this into regular reports for the Board of Directors, CEO and Executive Team within an agreed framework.
- Providing monthly reports on campaigns, social media and online engagement, ticketing and media tracking.
- Managing evaluation surveys, interpreting channel performance, and coordinating market research programs to gather insight and inform best practice marketing and communications across the National Trust (NSW).

Key challenges

Supporting the National Trust as a highly respected and recognised advocacy, conservation and educational body by:

- Building and maintaining productive relationships with content contributors and experts within and external to the organisation.
 - Building commercial opportunities to strengthen the revenue streams of the Trust whilst remaining true to the independence of the Trust.
 - Keeping informed and up to date with the latest government policies on heritage and with advocacy campaigns state-wide.
 - Positioning the Trust as relevant to culturally diverse and younger generations.
 - Maintaining high levels of personal enthusiasm, commitment to and involvement in the work of the Trust, including engagement in occasional weekend and evening activities.
-

Qualifications

- A degree in marketing, communications or digital media.
 - 3+ years of experience managing and implementing online and offline marketing campaigns in a complex organisation with multiple stakeholders.
 - Proficiency in digital marketing across social media, search, web, CRM and eDM.
 - High levels of verbal, written and visual communication across various channels with exceptional attention to detail and editing abilities.
 - Previous experience of press office functions and media liaison.
 - Demonstrated success in managing large and small-scale projects, anticipating contingencies, including the management of agencies and suppliers.
 - A thorough understanding of related legislation including the Privacy Act, the Spam Act, data management and permission-based marketing practices.
 - Class C driver's license and a willingness to travel to the various regional properties
-

Key Result Areas

Resilience and Courage

- Be flexible, show initiative and respond quickly when situations change

Act with Integrity

- Represent the organisation in an honest, ethical and professional way and encourage others to do so

Value Diversity and Inclusion

- Show respect for diverse backgrounds, experiences and perspectives

Communicate Effectively

- Communicate concisely and clearly with all stakeholders including the media, maintain the goodwill of volunteers and the broader community
- Strong fluent, creative writing and copy-editing skills, working within brand and tone of voice style guides

Commitment to Customer Service

- Provide customer focused services consistent with organisational values and objectives

Influence and Negotiate

- Develop mutually advantageous partnerships with peer bodies that enhance support for heritage conservation

Deliver Results

- Achieve results through efficient use of resources and a commitment to quality outcomes
- Produce consistently branded, engaging, current and accurate print and digital content within budget
- Creation of new content opportunities that deliver business objectives and open new channels to leverage content through expanded relationships with social influencers, ambassadors and with external providers; building online communities for the brand
- Provision of strategic content advice to key stakeholders, particularly support in driving content through various online channels

Plan and Prioritise

- Effective plan to achieve awareness measurable targets and other key priority outcomes
- Continually plan, research, develop and promote the National Trust through social media channels

Think and Solve Problems

- Research and analyse information, identify interrelationships and make recommendations based on relevant evidence
- Demonstrable understanding of data analytics, including knowledge of analytics software such as Hootsuite, Google Analytics, Facebook Insights etc.

Demonstrate Accountability

- Adhere to any relevant legislation and policies

Technology

- Understand and commitment to develop further technological knowledge to maximise efficiencies and effectiveness
- Working knowledge of Facebook, Instagram, Google+, LinkedIn, Twitter, YouTube, SlideShare, Wordpress and Adobe Photoshop
- Solid understanding of Social Paid Advertising across Facebook, Twitter and LinkedIn

Project Management

- Effectively schedule website and digital platforms activity within monitored targets

It is not the intention of the position description to limit the scope or accountabilities of the position but to highlight the most important aspects of the position. Following consultation, the aspects mentioned above may be altered in accordance with the changing requirements of the role.

September 2019