



## NATIONAL TRUST OF AUSTRALIA (NSW) POSITION DESCRIPTION

<b>Role:</b>	Director, Marketing and Communications
<b>Department:</b>	Marketing and Communications
<b>Primary Location:</b>	National Trust Centre (NTC) Observatory Hill, Millers Point, Sydney
<b>Reporting Manager:</b>	Chief Executive Officer
<b>Direct Reports:</b>	Events and Marketing Coordinator Digital Marketing and Content Coordinator
<b>Hours of work:</b>	35 per week

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### Organisation Overview

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*.

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

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### Primary Purpose

The Marketing and Communications Director is a hands on, end to end marketing role, responsible for developing and implementing a results driven marketing and communications strategy to increase awareness, exposure and revenue generation for the National Trust.

The role delivers across four primary areas with the key components including:

- Brand – Print and Digital
  - Marketing – Property brand positioning, visitation, events, membership and fundraising and other commercial opportunities (where relevant)
  - Communications – Print, Online, Publications and Public Relations. This role is the chief media liaison for the organisation.
  - Major event delivery, including the Australian Heritage Festival and National Trust Heritage Awards in NSW.
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## **Key Accountabilities**

The position holder has responsibility for:

- Working with the Chief Executive Officer and Senior Management to develop, deliver and implement multi-channel marketing, communications and public relations strategies and campaigns that increase the public awareness and exposure of the National Trust (NSW).
  - Collaboratively managing marketing and communications initiatives across National Trust (NSW) Departments, volunteer committees, properties in line with local budgets and targets that increase the diversity and reach of visitor audiences across tourism and event channels, and the potential of revenue generation generally.
  - Proactively working with staff and volunteer event organisers to develop and deliver a state-wide calendar of events and storytelling opportunities.
  - Managing the delivery of the Australian Heritage Festival and the National Trust Heritage Awards in NSW.
  - Directing the National Trust (NSW) proactive and reactive public relations and public affairs strategy with the Chief Executive Officer and Director, Conservation.
  - Directing the editorial, creative, print production and distribution of the quarterly NSW National Trust Magazine, the Annual Report and corporate communications including publications for the Annual General Meeting.
  - Leading and managing a team to deliver a monthly program of digital content marketing and communications that service the brand, properties, volunteer committees and advocacy objectives of the National Trust (NSW) including regular eCommunications, website updates and central social media management across multiple channels and platforms.
  - Liaising effectively with all levels of the National Trust, including Board members, senior management, staff, members, volunteers, Committees, Branches, other state National Trusts' and the general public.
  - Exercising due diligence to ensure occupational, work health and safety risks are addressed.
  - Undertaking all other tasks and duties in consultation with your direct reporting manager of relevance to your role/ department.
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## **Key challenges**

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

- Developing and embedding a culture of cohesive planning and coordination for marketing materials, promotion and event delivery across the National Trust (NSW).
- Building and maintaining relationships across key stakeholders and the media whilst remaining true to the independence of the National Trust (NSW).
- Supporting the commercial opportunities through marketing activities to strengthen the revenue streams of the National Trust (NSW).
- Working across a diverse stakeholder group, including committees and volunteers to deliver the National Trust (NSW)'s priorities.

- Within the marketing environment, work at positioning the National Trust (NSW) as relevant to a broader demographic including a culturally diverse audience.
- Maintaining high levels of personal enthusiasm, commitment to and involvement in the work of the National Trust (NSW), including engagement in weekend and evening activities.

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### **Qualifications**

- Relevant tertiary qualifications in marketing, communications, PR or related field.
- Senior level work experience in marketing and communications, preferably in the tourism, cultural or not-for-profit sector.

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### **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, following the National Trust (NSW)'s values and policies.
- Act to prevent and report misconduct, illegal and inappropriate behaviour.

#### **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.
- Write fluently and persuasively in a range of styles and formats.

#### **Commitment to Customer Service**

- Provide customer focused services consistent with organisational values and objectives.

#### **Work Collaboratively**

- Collaborate with relevant stakeholders to produce a cohesive event calendar.

#### **Influence and Negotiate**

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

#### **Deliver Results**

- Achieve results (potential audience in relation to visitation, venue hire and event attendance) through efficient use of resources and a commitment to quality outcomes.
- Produce consistently branded, engaging, current and accurate print and digital content within budget and provide innovative solutions, systems and processes that drive efficiency and effectiveness to increase the quality of marketing and communications across the National Trust (NSW).
- Flagship events are delivered with high levels of quality, to agreed timelines and budget and continue to evolve to attract new audiences.

- Deliver a proactive and reactive public relations function.

#### **Plan and Prioritise**

- Continually plan, develop and promote the National Trust through the media
- Effectively schedule website and digital platforms activity within defined targets.

#### **Think and Solve Problems**

- Research and analyse information, identify interrelationships and make recommendations based on relevant information to hand.

#### **Demonstrate Accountability**

- Adhere to any relevant legislation and policies
- Provide strategic, accurate and timely advice and reports to assist the CEO and Board to make well informed decisions

#### **Finance**

- Manage Board-approved budget, the budgeting cycle (including budget reviews) and day-to-day finances to deliver agreed budget
- Understand and apply financial processes to achieve value for money and minimise financial risk

#### **Technology**

- Working knowledge of technology applications to enable oversight and management of digital communications

#### **Manage and Develop People**

- Support the skills and capabilities of staff and voluntary workforce to achieve optimum performance and benefits for the organisation and deliver results within the agreed timeframes
- Ensure that roles and responsibilities are clearly communicated within the team
- Develop capabilities and recognise and develop potential in team members
- Recognise performance issues that need to be addressed and work towards resolution of issues

#### **Inspire Direction and Purpose**

- Empower staff to deliver results within agreed delegations and with appropriate controls

#### **Optimise Business Outcomes**

- Initiate and develop longer-term goals and plans to guide the work of the National Trust (NSW) in line with organisational objectives.

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*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.*

Date: **March 2021**