



NATIONAL TRUST OF AUSTRALIA (NSW) POSITION DESCRIPTION

Role: Content Producer
Department: Marketing & Communications
Primary Location: National Trust Centre (NTC) Observatory Hill, Millers Point, Sydney
Reporting Manager: Director, Marketing & Communications
Direct Reports: NIL
Hours of work: 21 hours (3 days) per week

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, galleries, gardens 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 New South Wales to life for future generations.
Mission: **Advocate** for the conservation of our 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 position drives engagement with current and new audiences through the production of effective content and campaigns. This includes creating impactful marketing and communications to drive awareness, consideration and revenue.

The position plays an important role in raising the profile of the National Trust and its work. It builds the brand, while driving key strategic outcomes; place activation, venue hire, sustainable events, revenue growth, membership and fundraising growth, conservation, advocacy and community engagement.

Key Accountabilities

1. *Develop, manage and implement the content strategy, plan and schedule across all channels.*
 - Develop and manage the annual content plan and schedule
 - Align the content plan to the organisational strategy and divisional objectives
 - Manage scheduling, contributors, publishing and optimisation
2. *Curate and produce content across channels to raise awareness of the National Trust (NSW) and its work. Through targeted and crafted content; grow, diversify and better engage members, volunteers, supporters, donors and the wider community.*
 - Create, curate and publish online content to utilise digital platforms, websites, social media, blogs, videos, photography, email marketing, campaign assets, infographics, whitepapers, reports and others
 - Manage the end-to-end production of print assets e.g. brochures, posters and corporate communications
 - Liaise with internal clients to understand objectives and create impactful content to support; visitation, venue hire, retail, membership, fundraising, Bush Management Services and advocacy
 - Develop, write, curate and optimise a suite of brand assets for storytelling
 - Produce inclusive and inspirational content to both retain and attract audiences
 - Ensure best practice SEO and SEM
 - Apply the brand tone of voice and style guide to all content
 - Commission and brief suppliers e.g. photographer, designers and videographers
3. *Content metrics, reporting and optimisation*
 - Set metrics, collate data and run analytics to provide regular reports to the Team, CEO and Executive Team and Board of Directors
 - Undertake test and learn projects and share learnings across the business
 - Optimise content for continual improvement based on data and performance
4. *Exercise due diligence to ensure occupational, work health and safety*
5. *Undertake other relevant tasks in consultation with the Director*

Key challenges

- Ensure content is relevant and targeted to a wide range of audiences and channels
- Stay up-to-date with the latest digital and content trends
- Manage competing priorities to ensure deliver on the strategic plan
- Guide limited resources towards the most valuable and sustainable outcomes

Selections Criteria

- Relevant tertiary qualifications (or equivalent experience) in a discipline related to marketing, communications, multi-media or digital
- Demonstrated results in content production, writing and publishing across digital platforms, websites, social media content, videos, photography, email marketing, advertising campaigns, infographics, whitepapers, reports, blogs/vlogs and others

- High level of digital marketing proficiency across owned, paid and earned channels
- Ability to manage projects from end to end
- Marketing, communications and campaign expertise
- Demonstrable results in setting metrics, reporting and optimisation of content
- Experience in writing clear briefs and manage external freelancers or suppliers
- Commitment to heritage, conservation and for purpose work

Desirable

Technical expertise to create some in-house video and content

Class C driver's license and a willingness for occasional travel to NSW regional properties advantageous

Key Result Areas

Deliver Results

- Achieve results through efficient resources use and commitment to quality outcomes
- Take the initiative to progress and deliver own and team/department work

Plan and Prioritise

- Effective planning to achieve priority outcomes
- Respond proactively to changing circumstances and adjust plans when necessary

Communicate Effectively

- Communicate concisely and clearly with all stakeholders and maintain the goodwill of volunteers and the broader community
- Write fluently and persuasively in a range of styles and formats

Act with Integrity, Resilience and Courage

- Be open, honest and respectful in dealing with all stakeholders
- Be flexible, show initiative and respond quickly when situations change

Work Collaboratively

- Build a culture of respect and understanding across the organisation
- Recognise outcomes which resulted from effective collaboration between teams
- Facilitate opportunities to engage and collaborate with external stakeholders to develop joint solutions and partnerships

Technology

- Understand and use available technologies to maximise efficiencies and effectiveness
 - Research and identify potential new technologies to benefit the organisation
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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.

Approval Date: November 2021