



## NATIONAL TRUST OF AUSTRALIA (NSW) POSITION DESCRIPTION

<b>Role:</b>	Marketing and Communications Manager
<b>Department:</b>	Marketing and Communications
<b>Primary Location:</b>	National Trust Centre (NTC) Observatory Hill, Millers Point, Sydney
<b>Reporting Manager:</b>	Director, Marketing and Communications
<b>Direct Reports:</b>	Nil
<b>Hours of work:</b>	35 per week
<b>Salary Pkg:</b>	\$93,530 (inclusive of superannuation)

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The National Trust of Australia (New South Wales) is the State's largest community based conservation organisation. It operates a number of important house museums, galleries and gardens and manages a large collection of objects and archaeological artefacts.

The National Trust's role is defined by the *National Trust of Australia (New South Wales) Act 1990*.

<b>Vision:</b>	To bring the heritage of NSW to life for future generations
<b>Mission:</b>	<b>Advocate</b> for the conservation of built, cultural and natural heritage by engaging with the community and government. <b>Identify, conserve and protect</b> our built, cultural and natural heritage by example, advice and support. <b>Educate and engage</b> 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 Manager plays a crucial role in brand, end-to-end campaign and project management to achieve awareness, visitation, conservation, membership and commercial objectives. The department connects to the community, members and volunteers through engagement of its conservation work.

The role leads digital marketing across owned, paid and earned channels. The role will deputise for the Director, Marketing and Communications on media relations and public relations and specific projects as required.

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### Key Accountabilities

1. *The management, development, execution and reporting of the marketing and communications plan. The management of owned, paid and earned channels to achieve brand and visitation targets and support the National Trust Strategic Plan.*

#### 1.1 Website

- Manage the National Trust (NSW) website. Write, curate and manage content in-line with best practice SEO and SEM and the brand 'tone of voice and look and feel'.

- Work with internal stakeholders to manage a production schedule of multimedia.
- Maintain property open times on the website, Google My Business and relevant social pages.
- Liaise with subject experts to ensure content remains current, optimised, relevant and leverages current technology.
- Play a lead role in projects to refresh content and advance technology and systems

## 1.2 Social media

- Act as the central administrator of all National Trust (NSW) social media channels and online platforms, moderating and responding to engagement.
- 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.
- Post and amplify media mentions of the National Trust (NSW), driving the profile and awareness of properties, conservation work and advocacy across channels.
- Liaise with Executive Team members to develop standardised and reactive responses to community engagement online.

## 1.3 Project management

- Coordinate online, social, print, display and search advertising campaigns, including the management of a search agency.
- Manage internal clients, plan marketing and communications projects and timings 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 materials 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.

## 1.4 Email marketing

- Manage the monthly eNews, the quarterly Member eNews and Ad-hoc eUpdates.

## 2. *Brand Management*

- Manage the Brand and Style Guidelines, ensuring brand ‘tone of voice and look and feel’.
- Act as a central point of review for all National Trust branded material.
- Manage a suite of branded templates and key assets.

## 3. *Data management, reporting, analytics and evaluation*

- Work with the Director, Marketing and Communications to collate data and analytics into regular reports for the Board of Directors, CEO and Executive Team within an agreed framework.

- Provide monthly reports on the website, campaigns, social media and online engagement to create a culture of learning and continued optimisation.
  - Manage channel performance to gather insight and inform best practice marketing and communications across the National Trust (NSW).
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### **Key area of success**

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.
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### **Qualifications**

- A degree in marketing or related field.
  - 5+ years of experience managing and implementing fully integrated marketing and communications 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.
  - 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 (occasional opportunities for travel to regional properties)
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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

#### **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 My Business, LinkedIn, Twitter, YouTube, Wordpress
- Solid understanding of Social Paid Advertising

#### **Project Management**

- Effectively schedule website and digital platforms activity within monitored targets

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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.*

