



NATIONAL TRUST OF AUSTRALIA (TASMANIA)

POSITION DESCRIPTION

Role:	Marketing & Promotions Manager
Contract period:	June to October 2024, with the capacity to continue
Location:	State Office, Penitentiary Chapel Historic Site, Hobart
Standard hours of work:	Part time, currently 30 hours per week with future capacity to increase
Reporting manager:	Managing Director

Overview of organization

The National Trust of Australia (Tasmania), founded in 1960, is the State's largest community-based conservation organization which advocates for the built environment and cultural landscapes. The Trust is the custodian of culturally significant properties, museums, gardens, landscapes and artefact collections which it preserves and interprets for the benefit of the Australian community.

The National Trust of Australia (Tasmania) is a registered charity with Deductible Gift Recipient status and runs conservation appeals for more than twenty historic properties in community ownership.

Heritage as a key contributor to Tasmania's tourism economy. National Trust Tasmania has initiatives underway to further leverage its heritage assets. Foremost is the Convict Memorial at the Penitentiary Chapel Historic Site in central Hobart which uses digitized records to tell new stories of the 75,000 convicts who came to Tasmania 1803-1853. The Memorial furthermore aims to promote tourism dispersal to convict-related sites across Tasmania, including Tasmania's World Heritage Sites.

Vision:	A Tasmanian community sharing and valuing its heritage.
Purpose:	Advocate for Tasmania's heritage buildings, landscapes and collections by encouraging sustainable uses of heritage assets.
Values:	Enthusiasm – we embrace Tasmania's heritage with a dynamic and passionate attitude Inclusiveness – we respect and welcome all. Excellence – we achieve best practice with integrity Resourcefulness – we find creative solutions and better ways of doing things.

The Role's Primary Purpose

The Marketing and Promotions Manager will be an experienced tourism industry professional, bringing critical insights to promoting the Convict Memorial at the Penitentiary Chapel Historic Site, Hobart (aka Hobart Penitentiary). The position will work with the National Trust of Australia (Tasmania) Managing Director, Board and staff and related organizations such as Digital History Tasmania and Roar Film.

The position will focus on the promotion of the Convict Memorial at the Hobart Penitentiary. As this is achieved, the role's focus will also embrace 'Unshackled' branded content at Clarendon (operating as part of a network of Tasmanian Northern Midlands properties, also including Woolmers, Brickendon, Glover Country and the Clarendon Arms Hotel) and in time, the broader National Trust portfolio. In doing this, the role will contribute directly to maintaining the Trust's profile, brand identity, visitation and income, building appreciation of Tasmania's heritage and how heritage assets can be leveraged in innovative audience-focused ways.

Key responsibilities:

1. Promote the Convict Memorial at the Penitentiary Chapel Historic Site, Hobart (aka Hobart Penitentiary) to Tasmanian tourism markets (both inbound and local) aiming for optimum reach, profile, brand recognition, visitation and income
2. Develop costed marketing and communication plans (including high-level advice on return on investment) and reports for approval by the NTT Board
3. Implement approved marketing plans in collaboration with NTT staff; Tourism Tasmania and other tourism industry bodies; PAHSMA and other Tasmanian convict sites
4. Maintain NTT social media (Instagram and Facebook) accounts.

Knowledge, Skills and Experience

- Experience of working in tourism as part of a State Government tourism organization (or in collaboration with State Government tourism organizations)
 - Capacity to provide high-level industry advice based on industry experience and an entrepreneurial mindset
 - Demonstrated experience of working to achieve brand recognition, visitation and income
 - Capacity to activate a wide range of contacts in tourism, Government and the public service
 - Capacity to work with a high level of autonomy in high-volume environments
 - Excellent organizational skills including ability to prioritize
 - Customer service approach with excellent problem-solving skills and diplomacy.
 - Excellent written and verbal communication skills, interpersonal and the ability to develop and implement promotional programs
 - A 'digital native' with excellent digital communication and social media skills
 - Up-to-date knowledge and understanding of Tasmanian cultural heritage destinations including convict sites and National Trust Tasmania properties
 - Current driver's license
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Key results areas

Optimize Business Outcomes

- Optimum promotion of the Convict Memorial at the Hobart Penitentiary to Tasmanian tourism markets (both inbound and local) aiming for optimum reach, profile, brand recognition, visitation and income
- Develop costed marketing and communication plans (including high-level advice on return on investment) and reports for approval by the NTT Board
- Implement approved marketing and communication plans in collaboration with NTT staff, Tasmanian tourism organizations, PAHSMA and other operators of Tasmanian convict sites, graphic designers and content developers.
- If extended the position will promote Unshackled branded content at the National Trust's Clarendon (and Tasmanian Northern Midlands properties, Woolmers, Brickendon, Glover Country and the Clarendon Arms Hotel) and undertake marketing and promotional programs for the balance of the Trust portfolio.

Effective communication

- Liaise with Tourism Tasmania and other industry bodies, effectively building the NTT's profile and public awareness of the National Trust brand
- Maintain the NTT's social media profile through its Instagram and Facebook accounts
- Communicate with all National Trust stakeholders in ways that builds goodwill
- Be open, honest and respectful in dealing with all stakeholders
- Write fluently and persuasively in a range of styles and formats
- Remain calm under pressure and in challenging situations

Work collaboratively

- Collaborate with others, value their unique contribution
- Gain consensus and commitment from others
- Show respect for diverse backgrounds, experiences and perspectives
- Be prepared to coach the NTT Board, Digital History Tasmania, colleagues and volunteers in marketing and promotional approaches, policies and procedures (so their work supports yours and vice versa).

Deliver results

- Communicate effectively with the National Trust Board, MD and staff to gain their support for marketing and promotional strategies and the budgets they involve
- Communicate effectively with Tasmanian tourism organizations, PAHSMA and other operators of Tasmanian convict sites, graphic designers and content developers.
- Achieve results through commercial acumen, industry experience and professional contacts
- Collaborate with your National Trust colleagues to motivate their support.
- Document your marketing programs to demonstrate where further resourcing will be most effective.

Key selection criteria

Demonstrated experience in

- Work in tourism at a State level, with capacity to provide high-level industry advice
 - Capacity to build brand recognition, visitation and income
 - An entrepreneurial mindset and capacity to activate a wide range of contacts
 - Capacity to work with a high level of autonomy in high-volume environments
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It is not the intention of this 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 covered above may be amended in accordance with the changing requirements of the role.

Approval date: [April 2024]