



ANTARCTIC HERITAGE TRUST

— INSPIRING EXPLORERS —

POSITION DESCRIPTION

Organisation:	Antarctic Heritage Trust
Position Title:	Communications Advisor
Employment Basis:	A full time permanent role. Monday to Friday 8.30am – 5.00pm. Additional hours, outside normal business hours, as and when required to fulfill the job purpose.
Reports to:	Communications and Engagement Manager
Location:	Antarctic Heritage Trust's offices, 38 Orchard Road, Christchurch.
Context:	<p>The Antarctic Heritage Trust is a New Zealand-based not-for-profit with a vision of 'Inspiring Explorers'.</p> <p>Through its mission to conserve, share and encourage the spirit of exploration the Trust cares for the remarkable expedition bases of early Antarctic explorers including: Captain Robert Falcon Scott, Sir Ernest Shackleton and Sir Edmund Hillary.</p> <p>It shares the legacy of exploration through outreach programmes and encourages the spirit of exploration through expeditions to engage and inspire a new generation.</p> <p>The Trust's strategic goals are:</p> <ol style="list-style-type: none">1. Conserve the international legacy under the Trust's care for the benefit of humanity.2. Treasure and share the world's greatest polar exploration stories.3. Connect youth with the physical world and spirit of exploration to educate, inspire and improve their lives.4. Sustain and grow the Trust's programmes to make the world a better place, while caring for people and the planet. <p>The Trust is governed by a high level, international board of Trustees and has a strong profile both nationally and internationally.</p> <p>Antarctic Heritage Trust is committed to a diverse workplace. All qualified applicants will receive consideration for employment without regard to race, religion, gender, identity or expression, sexual orientation, national origin, genetics, disability or age.</p>
Role Purpose:	The Communications Advisor will work closely with the Communications and Engagement Manager to deliver the communications programme and

	to ensure the Annual Business Plan objectives are met for the 'Share' portfolio.
Expectation	<p>Desire to see the Trust succeed in its vision of <i>Inspiring Explorers</i></p> <p>Commitment to the values and principles of the Trust including:</p> <ul style="list-style-type: none"> ○ Is open minded and works to the principle that anything is possible ○ Treasures the spirit and legacy of exploration ○ Willing to take well calculated risks ○ Will strive for excellence

Role Responsibilities:	<p>The Communications Advisor is responsible for delivering outcomes in the following areas:</p> <ul style="list-style-type: none"> • Social media and digital channels • Publications • Events • Stakeholder engagement
Experience:	2+ years in a communications role. Tertiary qualifications in communications, marketing or related field preferred.
Key Relationships:	<p>Communications and Engagement Manager</p> <p>Antarctic Heritage Trust staff (including consultants and contractors)</p> <p>Antarctic Heritage Trust stakeholders and members</p> <p>Antarctica New Zealand</p> <p>Antarctic Office</p>
Direct Reports:	N/A
Financial Responsibility:	Work within set budget as approved by Executive Director and defined in the Annual Business Plan.
Performance Reviews:	Key Performance Indicators set in the first month of each financial year. Performance reviews twice yearly with Communications and Engagement Manager.
Driver's Licence:	Yes
Computer Skills:	<p>Computer literate in the Microsoft suite with intermediate to advanced skills in Word, Excel and PowerPoint.</p> <p>Experience working with Adobe Creative Suite (InDesign, Illustrator, Photoshop, Premiere Pro, Acrobat Pro) or the ability to learn quickly.</p> <p>Experience managing and updating websites.</p>

	<p>Experience working with databases.</p> <p>Practical understanding of content management systems, video and image editing tools and website and social media analytics.</p>
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Key Responsibilities	Tasks
<p>Social Media</p> <p>Day to day management of social media content/channels and delivery of social media strategy.</p> <p>Manage paid advertising.</p>	<p>Research, write copy and manage content upload for the Trust's social media channels.</p> <p>Oversee and administrate paid digital campaigns.</p> <p>Monitor and respond to comments and DMs on social channels.</p> <p>Work within social media management platform to schedule, deliver and report on social campaigns.</p> <p>Develop social media campaigns in co-ordination with Communications and Engagement Manager to support media, expedition marketing, and outreach initiatives.</p> <p>Work with Trust staff to identify stories for social media and edit supplied content before publication.</p>
<p>Digital</p> <p>Responsible for developing and managing content on Trust's website/s and other digital platforms.</p> <p>Work with third party digital supplier (as required).</p>	<p>Upload new content to website, ensuring the site is accurate and all pages/links are functioning.</p> <p>Co-ordinate, write and upload latest news stories to website.</p> <p>Oversee photo and video content on website.</p> <p>Work with staff to identify and develop stories for digital channels.</p> <p>Support Trust staff with fact checking for articles for publication by external parties.</p> <p>Work with Trust's digital image archive 'Recollect' as it relates to communications and engagement programmes.</p>
<p>Publications & Collateral</p> <p>Work with Communications and Engagement Manager to deliver publications as identified in the Annual Business Plan.</p>	<p>Contribute to development and delivery of the following communications:</p> <ul style="list-style-type: none"> • <i>The Explorer</i> newsletter (3x print per year) • <i>The Explorer</i> eDM (3 x per year) • Annual report • Stakeholder communications (throughout the year) <p>Assist with the development of new collateral as required for programmes including, conservation, Inspiring Explorers™ programme and income generation/fundraising.</p> <p>Draft content plans and identify stories.</p>

Key Responsibilities	Tasks
	<p>Research and copywriting, as required.</p> <p>Co-ordinate design and print process with suppliers.</p>
Events Deliver events as per the Annual Business Plan	<p>Work with Communications and Engagement Manager to plan and deliver events, working with Trust staff as relevant.</p>
Stakeholder Engagement Help deliver internal communications strategy. Develop positive relationships with key stakeholders for project and programmes.	<p>Regularly engage with Trust staff as part of internal communications strategy.</p> <p>Build positive relationships with key stakeholders including Antarctica NZ.</p> <p>Support fundraising staff with communications and impact reporting for donors.</p>
Reporting Gather reporting data on media and digital reach and engagement	<p>Provide timely reporting for digital metrics across a range of measures.</p> <p>Report on earned media using Meltwater media monitoring system.</p>
Health and Safety	<p>Actively maintain a positive Health and Safety culture striving for zero harm across areas of responsibility.</p>

Personal Attributes:	<p>Commitment to the values and principles of the Antarctic Heritage Trust and the desire to see it succeed.</p> <p>High level of personal and professional standards, self-motivated and strong work ethic.</p> <p>Ability and desire to work both independently and as part of a small high achieving team.</p> <p>Values open and honest communication and works with others to continuously improve, both personally and as an organisation.</p> <p>Identifies issues and persists to resolve them.</p> <p>Strong time management and organisational skills, showing an ability to prioritise work and deliver to deadlines.</p> <p>Flexible, adaptable and receptive to change and new ideas and able to adjust to changing circumstances.</p> <p>Confident and effective written and verbal communicator.</p> <p>Demonstrated ability to manage multiple tasks under pressure.</p> <p>High level of attention to detail and ability to turn work around quickly.</p> <p>Ability to work collaboratively with a diverse range of people at all levels.</p> <p>Willingness to travel as and when the job requires.</p> <p>An interest in Antarctica, its history, conservation and exploration.</p>
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