



ANTARCTIC HERITAGE TRUST  
 ——— INSPIRING EXPLORERS ———

## POSITION DESCRIPTION

<b>Organisation:</b>	Antarctic Heritage Trust
<b>Position Title:</b>	Communications Advisor
<b>Employment Basis:</b>	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.
<b>Reports to:</b>	Communications and Engagement Manager
<b>Location:</b>	Antarctic Heritage Trust’s offices, 7 Ron Guthrey Road, Christchurch.
<b>Context:</b>	<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"> <li>1. Conserve the international legacy under the Trust’s care for the benefit of humanity.</li> <li>2. Treasure and share the world’s greatest polar exploration stories.</li> <li>3. Connect youth with the physical world and spirit of exploration to educate, inspire and improve their lives.</li> <li>4. Sustain and grow the Trust’s programmes to make the world a better place, while caring for people and the planet.</li> </ol> <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>
<b>Role Purpose:</b>	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.
<b>Expectation</b>	<p>Desire to see the Trust succeed in its vision of <i>Inspiring Explorers</i></p> <p>Commitment to the Trust's organisational values and guiding principles. Values:</p> <ul style="list-style-type: none"> <li>• Be open minded and curious</li> <li>• Innovate</li> <li>• Strive for excellence</li> <li>• Treasure the spirit and legacy of exploration</li> <li>• Encourage positive risk taking</li> </ul> <p>Guiding principles:</p> <ul style="list-style-type: none"> <li>• Be global in outlook</li> <li>• Look to the future – ka mua, ka muri</li> <li>• Keep relevant to New Zealand and our modern world</li> <li>• Positive partnerships</li> </ul>

<b>Role Responsibilities:</b>	<p>The Communications Advisor is responsible for delivering outcomes in the following areas:</p> <ul style="list-style-type: none"> <li>• Publications and collateral</li> <li>• Digital channels</li> <li>• Stakeholder communications</li> <li>• Marketing</li> <li>• Outreach</li> <li>• Presentations and events</li> <li>• Branding</li> </ul>
<b>Experience:</b>	<p>4+ years in a communications role. Tertiary qualifications in communications, marketing or related field preferred. Experience in fundraising communications and acquisition marketing is desirable.</p>
<b>Key Relationships:</b>	<p>Communications and Engagement Manager Antarctic Heritage Trust staff (including consultants and contractors) Antarctic Heritage Trust stakeholders and members Antarctica New Zealand</p>
<b>Direct Reports:</b>	N/A
<b>Financial Responsibility:</b>	Work within set budget as approved by Executive Director and defined in the Annual Business Plan.
<b>Performance Reviews:</b>	Key Performance Indicators set in the first month of each financial year. Performance reviews twice yearly with Communications and Engagement Manager.
<b>Driver's Licence:</b>	Yes

<b>Computer Skills:</b>	<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. 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
<b>Publications &amp; Collateral</b>	
<p>Work with Communications and Engagement Manager to deliver publications as identified in the Annual Business Plan.</p>	<p>Plan, write content, and manage design and print process for:</p> <ul style="list-style-type: none"> <li>• <i>The Explorer</i> newsletter (3x print per year)</li> <li>• <i>The Explorer</i> eDM (3 x per year)</li> <li>• Annual impact report</li> <li>• New Trust publications and collateral</li> </ul> <p>Manage revisions of existing publications and collateral.</p>
<b>Digital Channels</b>	
<p>Responsible for developing and managing content on Trust's website/s and other digital platforms. Work with third party digital supplier (as required).</p>	<p>Overall management of the Trust's website, nzaht.org, including:</p> <ul style="list-style-type: none"> <li>• Plan, research, write, and upload accurate core content.</li> <li>• Write and upload latest news stories.</li> <li>• Oversee photo and video content on website</li> <li>• Manage site hygiene and ensure all pages/links are functioning.</li> </ul> <p>Work with staff to identify and develop stories for digital channels.</p> <p>Work with Trust's digital image collection <i>Icy Heritage</i> as it relates to communications and engagement programmes.</p>
<p>Responsible for development of major social media campaigns.</p>	<p>Plan, research, write copy and source or create image or video content for major social campaigns including the Trust's on-Ice Conservation work, fundraising, and education campaigns.</p> <p>Plan and manage paid digital advertising for major campaigns.</p> <p>Work within social media management platforms to assist with scheduling content across the Trust's social media channels (as required).</p> <p>Assist with monitoring and respond to comments and DMs on social channels (as required).</p>
<p>Contribute to development of social media strategy and digital reach goals.</p>	<p>Work with Communications and Engagement Manager to develop strategy and reach goals.</p> <p>Review monthly digital metrics and make recommendations to ensure digital reach goals are achieved.</p>

<b>Stakeholder Communications</b>	
Deliver stakeholder communications in collaboration with Communications and Engagement Manager and Development and Philanthropy Manager.	<p>Write event and fundraising related stakeholder communications, and general Trust announcements.</p> <p>Assist with setting up eDM communications, producing data lists using the Trust's database, and sending electronic communications.</p> <p>Support fundraising staff with impact reporting for donors.</p> <p>Help deliver internal communications strategy.</p> <p>Assist with media engagement, and gathering content for electronic press kits, as required.</p>
Develop positive relationships with key stakeholders for projects and programmes.	Build positive relationships with key stakeholders including Antarctica New Zealand.
<b>Marketing</b>	
Responsible for On-Ice Conservation Communications Plan and major marketing campaigns.	<p>Develop and deliver the communications plan for sharing the Trust's work in Antarctica each year, including briefing the On-Ice team.</p> <p>Develop major marketing campaigns, including for:</p> <ul style="list-style-type: none"> <li>• Launching and general promotion of education and outreach projects or initiatives</li> <li>• Fundraising</li> <li>• Subscriber acquisition</li> </ul>
<b>Outreach</b>	
Responsible for managing Inspiring Explorers™ Outreach.	<p>Work with Communications and Engagement Manager to scope outreach projects for Inspiring Explorers Expeditions™.</p> <p>Support delivery of individual outreach with contract support.</p> <p>Drive group outreach projects to ensure delivery is achieved and the Trust's objectives are met, with contract support.</p>
<b>Presentations and Events</b>	
Support the Trust team to deliver engaging internal and external presentations and events.	<p>Develop standard and customised Trust PowerPoint templates.</p> <p>Support Trust staff to create engaging and visually appealing presentations.</p> <p>Work with wider Communications team to support the delivery of Trust events.</p>
<b>Branding</b>	

Uphold Trust brand standards	<p>Work with Trust staff and external parties to ensure the Trust’s brand is represented consistently and appropriately, and brand standards are adhered to.</p> <p>Manage design and print of promotional signage, banners, media walls</p>
<b>Health and Safety</b>	Actively maintain a positive Health and Safety culture striving for zero harm across areas of responsibility.
<b>Personal Attributes</b>	<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. Ability to work collaboratively with a diverse range of people at all levels. Willingness to travel as and when the job requires.</p> <p>An interest in Antarctica, its history, conservation and exploration.</p>