



ANTARCTIC HERITAGE TRUST

— INSPIRING EXPLORERS —

SCHEDULE A: POSITION DESCRIPTION

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| 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: | General Manager Operations & Communications |
| 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 Antarctica’s heritage under the Trust’s care for future generations. 2. Share the world’s greatest polar exploration stories. 3. Encourage youth to explore the physical world to educate and inspire them. 4. Improve financial sustainability and independence. <p>The Trust is governed by a high level, international board of Trustees and has a strong profile both nationally and internationally.</p> |

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| Role Purpose: | The Communications Advisor will work closely with the General Manager Operations & Communications to deliver the communications programme and to ensure the Annual Business Plan objectives are met for the 'Share' and 'Encourage' portfolios. |
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| Role Responsibilities: | <p>The appointee will be responsible for delivering outcomes in the following areas:</p> <ul style="list-style-type: none"> • Social media and digital channels • Publications • Outreach Programmes • Alumni Programme • Events |
| Experience: | 4+ years in a communications role. Tertiary qualifications in communications, marketing or related field preferred. |
| Key Relationships: | <p>Executive Director General Manager Operations & Communications (GM Ops & Comms) Antarctic Heritage Trust staff (including consultants and contractors) Antarctic Heritage Trust stakeholders and members Antarctica New Zealand Antarctic Office</p> |
| Direct Reports: | N/A |
| Financial Responsibility: | Work within set budget as approved by GM Ops & Comms 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 GM Ops & Comms |
| Driver's Licence: | Yes |
| Computer Skills: | <p>Computer literate in the Microsoft suite with advanced skills in Word, Excel and PowerPoint.</p> <p>Experience working with databases.</p> <p>The ability to learn content management systems quickly.</p> <p>Practical understanding of content management systems, video and image editing tools and website and social media analytics.</p> |

| Key responsibilities | Tasks | Expected Outcomes |
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| <p>Social Media</p> <p>Day to day management of social media channels.</p> | <p>Research, write copy and manage content upload for the Trust’s social media channels.</p> <p>Set up and manage paid social media campaigns.</p> <p>Work within social media management platform to schedule, deliver and report on social campaigns.</p> <p>Develop social media campaigns with GM Ops & Comms to support media and outreach initiatives.</p> <p>Work with Trust staff to identify stories for social media, and edit supplied content before publication.</p> | <p>Think creatively about channels, messages and target audience.</p> <p>Ensure all content is delivered in a timely manner and within budget.</p> <p>Ensure a high level of accuracy across all content shared.</p> <p>Ensure campaigns are well planned and executed across all social channels.</p> <p>Ensure photo/video uploads meet best practice for copyright acknowledgement.</p> <p>Run reports on monthly basis to measure against digital strategy outcomes.</p> <p>As required, use online software to create and enhance graphics for social media (e.g. Canva).</p> <p>Apply Trust style guide to all social media posts, and ensure all content is proofread and approved before publication.</p> <p>Ensure social media policy is followed, including risk management process.</p> |
| <p>Digital</p> <p>Responsible for managing content on Trust’s websites and other digital platforms.</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>Manage photo and video content on website.</p> <p>Contribute to website development strategy.</p> | <p>Ensure content is delivered in a timely manner.</p> <p>Ensure high quality and accurate content is published.</p> <p>Ensure consistency of brand elements and messaging across all channels.</p> <p>Work with Trust staff to curate collections of photos for the online photo archive Recollect.</p> <p>Manage photo archives, ensuring the system remains up to date and storage is not exceeded.</p> |

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| | <p>Co-ordinate content for upload into Recollect photo archive database.</p> <p>Virtual Reality – assist the GM Ops & Comms with VR projects, including promotion across digital channels.</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>Run Google analytics reports as required.</p> <p>Demonstrate ability to prepare and deliver quality written content for multiple stakeholders.</p> <p>Ensure all written content is proofread and Trust style guide applied.</p> |
| <p>Publications</p> <p>Work with GM Ops & Comms to deliver publications as identified in the Annual Business Plan.</p> | <p>Assist in delivering 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 <p>Assist with the development of new collateral as required.</p> <p>Assist with drafting content plan and identifying stories.</p> <p>Assist with research and copywriting, as required.</p> <p>Oversee design and print process with suppliers.</p> | <p>Ensure all deadlines are met and publications are delivered on time and within budget.</p> <p>Ensure quotes are received for all design and print work.</p> <p>Ensure all copyright permissions are met for photography.</p> <p>Ensure a high level of accuracy for all publications, fact checking as required.</p> <p>Ensure consistency of messaging and use of brand elements throughout publications.</p> <p>Demonstrate excellent written communications skills.</p> <p>Ensure all written content is proofread and Trust style guide applied.</p> <p>Demonstrate exceptional time management and organisational skills.</p> <p>Deliver a high level of customer service, both internally and externally.</p> |

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| <p>Outreach Programmes</p> <p>Work with GM Ops & Comms to deliver communications for outreach programmes as identified in the Annual Business Plan.</p> | <p>Assist with outreach programmes by co-ordinating communications campaigns, assisting with outreach planning and delivery.</p> <p>In particular, support the following established programmes:</p> <ul style="list-style-type: none"> • Inspiring Explorers' Expeditions • Conservation Ambassador • Antarctic Explorer Club Membership programme | <p>Promote outreach programmes as per the Annual Business Plan and report on engagement.</p> <p>Ability to build strong working relationships, both domestically and internationally.</p> <p>Ensure all communications are of a high professional standard and deliver consistent messaging.</p> <p>Provide support for GM Ops & Comms and other Trust staff to deliver presentations and public engagement opportunities.</p> <p>Deliver a high level of customer service, both internally and externally.</p> <p>Demonstrate strong written and verbal communications skills.</p> <p>Demonstrate ability to build positive relationships with key stakeholders.</p> |
| <p>Alumni Programme</p> <p>Work with GM Ops & Comms to deliver the Alumni Programme (new initiative)</p> | <p>Help to organise and deliver Alumni events.</p> <p>Prepare and deliver Alumni communications throughout the year.</p> <p>Co-ordinate updates from Alumni from around the world.</p> <p>Responsible for keeping Trust staff (and database) up to date with significant Alumni achievements.</p> | <p>Ensure Alumni database is kept up to date.</p> <p>Ensure Alumni receive relevant communications in a timely manner.</p> <p>Identify opportunities to communicate with Alumni.</p> <p>Identify opportunities for Alumni to act as Trust ambassadors.</p> <p>Co-ordinate social media groups for Alumni, including on Facebook and LinkedIn.</p> |
| <p>Events</p> <p>Work with GM Ops & Comms to deliver events as per the Annual Business Plan objectives.</p> | <p>Plan and co-ordinate events, working with Trust staff as relevant.</p> <p>Plan and deliver social and digital campaigns to support events.</p> | <p>Ensure events run smoothly and are of a professional standard and met Trust objectives.</p> <p>Ensure all events run within budget allocated.</p> |

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| <p><i>*Note: the Trust only holds a very small number of events per year so event management is not a large part of the role.</i></p> | <p>Assist with planning and co-ordinating exhibitions, as required.</p> | <p>Identify new opportunities for public awareness events and activities.</p> <p>Demonstrate excellent project management skills, including best practice around creating and managing event planning documents.</p> <p>Deliver a high level of customer service, both internally and externally.</p> |

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| <p>Personal Attributes:</p> | <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 demands 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>Strong networking skills and 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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For further information about Antarctic Heritage Trust please visit our website at www.nzaht.org.

If you would like a confidential discussion about this role please contact:

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