



Manager, National Tree Day Job Description and Selection Criteria

SUBMITTING AN APPLICATION

To apply for this position, please address **each of the essential and desirable criteria** and return your application and your CV to hr@planetark.org or PO Box R988, Royal Exchange, NSW 1225 by 30th January. If you have any questions feel free to call Wayne Foster on 02 8484 7212.

HPW: Full- time position

SUPERVISOR'S TITLE: Head of Campaigns

FUNCTION & PURPOSE

To manage the development, planning, execution and evaluation of the National Tree Day (NTD) campaign, which incorporates Schools Tree Day.

To promote Planet Ark's profile as an innovative, positive and pro-active environmental group, and our pivotal role in promoting the planting and care of native trees and plants.

PRINCIPAL DUTIES & RESPONSIBILITIES

1. Develop, document and implement strategic NTD plans with reference to environmental, community and education outcomes. Prepare staff and Information Centre work plans and timelines, and undertake an evaluation process for NTD, including reporting to staff, board, partners and stakeholders.
2. In partnership with the Strategic Partnerships Manager, develop new and maintain existing relationships with campaign partners and stakeholders, including sponsors, councils, environment groups, government departments and so on. Ensure implementation of sponsor agreements and delivery of specific outcomes as contracted.

3. Work with the Media and Public Relations Team to develop media and public relations strategies and plans, and oversee the implementation of the plans, including the development and distribution of a range of media and communication resources such as community service announcements, media releases, social media and website content, and promotional material.
4. In collaboration with the Finance Manager and Head of Campaigns, develop a budget for NTD and monitor expenditure accordingly.
5. Directly supervise the work of the NTD Coordinator and any volunteers and interns working on the NTD campaign, and liaise with the Information Centre Manager to manage the work of casual and part time Information Centre staff.
6. Work with the Database Manager and the Information Centre Manager to plan, implement and evaluate a range of direct marketing activities aimed at recruiting NTD site coordinators and supporters, as well ongoing communications to registered site coordinators.
7. Ensure the implementation of Equal Employment Opportunity (EEO), Occupational Health and Safety (OH&S), and public liability requirements are met on all projects at all times, especially at NTD events, as well as compliance with Planet Ark's HR Manual.
8. Any other duties as directed by the Head of Campaigns.

WORKING RELATIONSHIPS

Internal Relationships	External Relationships
CEO	Sponsors / Partners / Stakeholders
Head of Campaigns	Councils
NTD Campaign Coordinator	Schools
Information Centre Manager	Community and Environment Groups
Database Manager	Businesses
IT Manager	Service Providers – printers, designers
Media and PR Manager	
Media and PR Officer	

DIRECT REPORTS

NTD Coordinator (Part Time)

SELECTION CRITERIA

To apply for this position, **please provide a detailed response to each of the points below demonstrating how you meet that criterion.** Where possible give concrete examples of your previous study or work in these areas or your understanding of the concepts underpinning them. Highlight where you believe your skills are transferable from your previous or current work experience to the criteria outlined below.

Essential Criteria

1. Relevant tertiary qualifications in campaign management, event management and/or communications.
2. Experience in the strategic development, planning, execution and evaluation of large events and/or campaigns involving the recruitment and mobilisation of a wide range of community volunteers and participants.
3. Experience in managing relationships with partners, sponsors and stakeholders.
4. Proven leadership and interpersonal skills and experience in managing and motivating staff or volunteers and dealing with conflict resolution, as well experience in directing and coordinating team planning and development to achieve specific aims and objectives.
5. Excellent verbal and written communication skills
6. Strong time management skills with proven ability to manage several projects at once, prioritise tasks and work under pressure to meet tight deadlines.
7. Proven ability to work both autonomously with minimal supervision and as part of a team.
8. Computer literate with demonstrated ability in using generic computer packages such as Microsoft Office, and familiarity with the internet, databases and social networking platforms.

Desirable Criteria

1. Knowledge of the Australian media and media promotions, and experience in working with the media.
2. Experience working or volunteering in the environment sector or a strong commitment to improving environmental outcomes.
3. Experience working in a small not for profit organisation.