



## **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** (Page 3) and return your application and your CV to Brad Gray via

- E-mail (brad@planetark.org) or
- Post (Planet Ark, Level 2, 15-17 young Street, Sydney, 2000).

Applications need to be submitted by mid-night Monday 14<sup>th</sup> March.

If you have any questions feel free to call on 02 8484 7200.

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**HPW:** Full- time position

**SUPERVISOR'S TITLE:** Head of Campaigns

### **FUNCTION & PURPOSE**

To manage National Tree Day and Schools Tree Day planning, implementation and activation.

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 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 in collaboration with the Communications Team to develop and implement media, PR and communication strategies and plans and to develop, produce and release a range of media and communication resources including community service announcements, media releases, social media activities and website presence.
4. In collaboration with the Finance and Campaigns Managers 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 NTD campaign and work with the Information Centre Support Officers to manage the work of casuals and part time staff.
6. 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
7. Any other duties as directed by Manager.

## **WORKING RELATIONSHIPS**

<b>Internal Relationships</b>	<b>External Relationships</b>
CEO	Sponsors / Partners / Stakeholders
Campaigns Manager	Media
NTD Campaign Coordinator	Councils
Information Centre Support Officers	Businesses
	Community and Environment Groups
	Service Providers – printers, designers

## **DIRECT REPORTS**

Coordinator, National Tree Day (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 criteria.** 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 and/or work experience in event coordination/management and campaign implementation.
2. Experience in partner/sponsor/stakeholder liaison with strong interpersonal skills with a capacity for conflict resolution, relationship management and diplomacy.
3. Experience in directing and coordinating team planning and development to achieve specific aims and objectives.
4. Experience in managing and motivating staff or volunteers.
5. Excellent verbal and written communication skills and experience in working with sponsors/stakeholders.
6. Strong time management skills with proven ability to manage several projects at once, to prioritise work and to work under pressure to meet tight timeframes.
7. Computer literate with demonstrated ability in generic computer packages such as Microsoft Office and some 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.