

<b>Position Title:</b>	<b>Marketing and Communications Manager</b>
<b>Reports to:</b>	Executive Manager Corporate Affairs
<b>Direct reports:</b>	Corporate Affairs Coordinator, Senior Marketing Consultant, Marketing & Communications Coordinator, and Marketing Assistant
<b>Review date:</b>	September 2021

### Position objective

The Marketing and Communications Manager is responsible for managing external and internal communications for the company.

A senior team member, they ensure NAPL effectively engages with key stakeholders (including media, community, local businesses etc.) and oversee strategic marketing and communications plans to achieve business targets.

With the support of the Corporate Affairs team, the Marketing and Communications Manager develops and implements all marketing and PR campaigns, manages key stakeholder groups, oversees internal communications and works with internal clients to achieve their targets. This includes overseeing all electronic and print-based marketing material, writing media releases and reports to the highest standard, managing external agencies, driving advocacy efforts and ensuring company employees are equipped with the necessary information and support to carry out their jobs effectively.

### Newcastle Airport's Values

**TRUST** - always acts with integrity

**ENGAGED** - passionately exchanges thoughts and ideas to generate an actively creative environment

**COMMITTED** - doing what you'll say you do

**ACCOUNTABLE** - having the courage to be held accountable and to hold others accountable

**RESULTS DRIVEN** - strive to ensure results are achieved

### Key accountabilities and responsibilities

- > Develop and execute NAPL's annual Marketing and Communication Plan and associated spending, on time and on budget (including community engagement; sponsorship; website; social media, media and content strategy; "Go Smarter" campaign etc.)
- > Effective, proactive content development and timely delivery (including coordinated planning for social media, newsletters, blogs, annual report etc.)
- > Drive and deliver NAPL research agenda to ensure that business units have access to relevant and up to date market information
- > Provide expert marketing and communications advice and assistance to internal clients to help drive aviation business development, retail and carpark spend, and project communications (i.e. Master Plan launch), etc.
- > Oversee NAPL events and sponsorships to achieve optimum impact
- > Assist Executive Manager Corporate Affairs to deliver government advocacy and engagement strategy
- > Manage and mentor team ensuring objectives, performance reviews and development plans are completed and regularly reviewed
- > Monthly board reports delivered on time with insightful and appropriate content and analysis

### Leadership

- > Work closely with the Executive Manager Corporate Affairs to develop and drive strategic outcomes contained in the business plan
- > Build strong working relationships with other members of the Executive team to ensure the Corporate Affairs team is delivering

- > Foster collaboration and cooperation across the company to achieve the vision and mission
- > Contribute to the development, achievement and review of NAPL's Business Plan
- > Liaise with external agencies, government departments, and tourism on matters related to the Marketing and Communication Strategy
- > Clearly define responsibilities, set objectives and standards of performance for direct reports
- > Assist direct reports to create and regularly review development plans to ensure agreed objectives can be achieved
- > Manage all activities with a strong project management ethos, holding project team members accountable to deadlines and deliverables

### **Marketing, brand, sponsorship**

- > Develop and implement NAPL's Marketing and Communication Strategy (including but not limited to website, social media, media, community engagement etc)
- > Manage NAPL's brand ensuring consistent messaging and visual representation.
- > Manage sponsorship policy and planning, ensuring benefits are maximised
- > In partnership with the Property and Commercial Team, implement marketing campaigns as required to deliver agreed commercial targets
- > Support the Aviation Business Development Manager to develop targeted aviation business cases, presentations and collateral
- > Development and implement cooperative marketing campaigns with airline partners, other airports, tourism and destination marketers, as required in partnership with the Airline and Partnership Manager.
- > Develop and implement cooperative marketing campaigns with airline partners, other airports, tourism and destination marketers in partnership with the Aviation Business Development Manager.
- > Manage NAPL events (e.g. service launches, annual stakeholder lunch, etc)

### **Media / public relations/ corporate reputation management**

- > Develop and implement NAPL's proactive media and corporate communications strategy leveraging media, public and community engagement and reputation management.
- > During crisis situations (i.e. Airport Evacuation Procedure), manage media and digital channels, in consultation with the leadership team
- > Research, write and prepare applications, award and policy submissions, and thought leadership pieces to support NAPL ambitions and corporate objectives
- > Prepare NAPL's Annual Report in line with required financial reporting and business reporting standards to provide a yearly snapshot of the organisation
- > With the Human Resources team, deliver regular internal communications and manage Stakeholder relationships
- > Facilitate positive stakeholder relationships and leverage these to NAPL's advantage
- > Develop and manage a database of all key relationships important to the company's growth and development.
- > Develop and implement a community engagement program to enhance the company's reputation and community understanding and acceptance of the airport's role
- > Develop engagement strategy for leadership team
- > Support the Executive Manager Corporate Affairs in the preparation of government briefs, presentations and delivery of engagement strategy

### **Research**

- > Manage NAPL's research requirements and communicate the results, including but not limited to Economic Impact studies, Community Attitude surveys etc

### **Value Behaviours**

Our culture is underpinned by core values and behaviours, which define how we do business. All employees are expected to demonstrate our values and behaviours at all times, as follows:

Value	Behaviours
<b>Trust</b> Always acts with integrity	✓ Practices open and transparent communication.
	✓ Is a supportive team player.
	✓ Consistently demonstrates honesty and ethical behaviour.
	✓ Demonstrates a healthy respect for others, equality and inclusiveness.
	✓ Applies an open door policy and is willing to offer input and ask for help.
<b>Engaged</b> Passionately exchanges thoughts and ideas to generate an actively creative environment	✓ Supports other staff in need across the business.
	✓ Shares knowledge and collaborates with others.
	✓ Approaches work with a positive attitude.
	✓ Supports progressive and forward thinking.
	✓ Openly engages in healthy conflict by respectfully discussing different ideas and opinions.
<b>Committed</b> Doing what you say you'll do	✓ Helpful and assists other staff / teams in need wherever possible.
	✓ Consistently "walks the talk" by doing what they say they'll do.
	✓ Consistently demonstrates a "can do" attitude.
	✓ Reliable and consistent in their approach to work.
	✓ Open and adaptable to change to meet the growing needs of our business.
<b>Accountable</b> Having the courage to be held accountable and to hold others accountable	✓ Open to giving and receiving constructive feedback as an opportunity to learn.
	✓ Takes responsibility for their actions.
	✓ Proactively seeks advice and input from others to stimulate learning and innovation.
	✓ Is committed to being truthful with each other.
	✓ Applies consistent standards across the organisation.
<b>Results Driven</b> Strive to ensure results are achieved	✓ Adopts a strategic approach to achieve business goals.
	✓ Adopts big picture thinking and commitment to achieving business goals.
	✓ Ensures goals are clearly understood which they are focussed on achieving.
	✓ Employs effective strategies to ensure goals are achievable.
	✓ Prioritises own work effectively and communicates capacity constraints early.

### Qualifications and experience

#### Essential

- > Degree in Communication, Marketing or Business
- > Outstanding written and verbal communication skills
- > Strong experience developing and implementing marketing and communication strategies
- > Experience working proactively with media
- > Strong project management skills
- > A minimum of five (3) years' experience in similar role, including people management
- > Ability to rapidly acquire knowledge of NAPL business strategy, role, responsibilities, operations and systems

#### Desirable

- > Understanding of political process, experience working with political staffers
- > Extensive knowledge of MS Office and Adobe Creative Suite

**Work Health and Safety**

The NAPL Managers have a responsibility to:

- > Remain abreast of changes in environmental and WHS legislation, Codes of Practice and Australian Standards
- > Ensure and promote conformance with statutory requirements and NAPL WHSMS requirements.
- > Promote and embed a safety culture
- > Ensure that appropriate investigations are conducted for hazards and incidents, and implement identified corrective actions

While at work NAPL workers must:

- > Take reasonable care for their own health and safety
- > Take reasonable care that their acts or omissions do not adversely affect the health and safety of other persons
- > Comply with any reasonable instruction that is given to allow NAPL to comply with the WHS Act
- > Cooperate with NAPL policies and procedures relating to health or safety.

**Position description approved**

Employee \_\_\_\_\_ Date \_\_\_\_\_

Supervisor \_\_\_\_\_ Date \_\_\_\_\_