



Industry Engagement Specialist

Position Detail			
Reports To	Industry Engagement Manager	Group	Customer Service Enhancement
Classification	ASA 5	Location	Canberra, Brisbane or Melbourne
Reports – Direct Total	Nil		

Organisational Environment

Airservices is a government owned organisation providing safe, secure, efficient and environmentally responsible services to the aviation industry.

Each year we manage over four million aircraft movements carrying more than 156 million passengers and provide air navigation services across 11 per cent of the world's airspace.

Airservices has two major operating centres in Melbourne and Brisbane and a corporate office in Canberra. We operate 29 air traffic control towers at international and regional airports, and provide aviation rescue fire fighting services at 26 Australian airports.

We are committed to continuing to improve our business by providing our customers with services they value, and embedding new ways of working and technology investments to further innovate and optimise.

Primary Purpose of Position

Reporting to the Industry Engagement Manager and supporting the Customer and Industry Engagement Advisor, you will support the development, implementation and management of industry engagement plans that will enable purposeful engagement with industry stakeholders and builds Airservices reputation and supports the strategic direction. You will manage communications and engagement activities, including planning and delivering activities, coordinating communications and engagement with key stakeholders and collaborating across the business to develop, deliver and coordinate cohesive engagement with a diverse range of stakeholders.

Accountabilities and Responsibilities

Position Specific

- Develop and implement industry engagement plans and general stakeholder engagement activities that support service initiatives and other key activities of strategic importance to define and advocate Airservices service outcomes and where necessary, manage this outcome through the coordination of internal stakeholders
- Support implementation of industry engagement plans and activities with aviation industry groups (AAA, RAAA, RAPAC, etc.)
- Provide support to the Industry Engagement unit on the implementation of initiative engagement plans and activities (OneSKY, ACDM, LRATFM, ATM2025 etc.)
- Undertake internal promotion of key initiatives including the OneSKY (as per the communications plan)
- Promote Airservices corporate plan and service plans across relevant internal stakeholders and ensure alignment of the business services plans and initiative communication programs to the stakeholder engagement framework

- Develop briefs and presentations as required to support engagement with, industry, external customers and other stakeholders.
- Support the development of communication products and tools and channels to engage and positively influence key industry stakeholders
- Support external stakeholder engagement activities including events
- Work collaboratively across the business to develop and deliver internal communications of engagement activities and initiatives

People

- Maintain an effective working relationship with Airservices staff to ensure that there is effective coordination of all activities in support of organisational objectives
- Encourage and foster collaboration across the Airservices business to encourage mutual support, engagement and commitment
- Develop and maintain collaborative relationships across the broader Customer Service Enhancement team in order to deliver initiative based engagement plans
- Develop and maintain effective working relationships with the OCEO (Media and Communications/Government Affairs); Services Managers; Enterprise Reporting and Analysis; Customer Value and Business Performance (ANS and ARFFs)

Compliance, Systems and Reporting

- Adhere to enterprise governance systems and policies, including Safety, Environmental, WHS, Risk and Compliance

Safety

- Demonstrate safety leadership and behaviours consistent with enterprise strategies
- Support consultation in relation to safety-related statutory regulatory duties and obligations

Key Performance Indicators

Efficient, Effective and Accountable

- Achievement of corporate initiatives and service plan engagement objectives
- Achievement of Airservices communication and engagement objectives
- Effective creation of tools and collateral, as identified in the stakeholder engagement plans, to communicate and influence customers and stakeholders (internal and external).
- Industry advocacy survey result

Commercial

- Achievement of budget and performance targets.

Safety

- Compliance with safety, risk, environmental and any other standards.

Key Relationships

Internal

- Customer Service Enhancement – Customer Engagement, ATM Service Innovation, Commercial and Strategic Partnerships, OneSKY program
- Air Navigation Services – Commercial and Business Performance, Northern Operations and Southern Operations branches.
- Aviation Rescue Fire Fighting Services – Customer Value and Business Performance branch.
- Enterprise Services – Finance Strategy and Planning, and Enterprise Reporting and Transactional Services branches.
- Information Management and Data Services – Service Integration and Planning, and Service Strategy branches.

- Office of the Chief Executive Officer – Government Relations, and Communications and Media teams.
- Other internal and external stakeholders as required

External

- Industry stakeholders (defined through the stakeholder engagement framework)
- Customers
- Key stakeholders (defined through the stakeholder engagement framework)

Skills, Competencies and Qualifications

- Minimum 3 years' experience as an advisor/practitioner in stakeholder management and communications or similar roles.
- Bachelor/undergraduate degree in business/communications/public relations or related discipline
- Existing or ability to quickly achieve working knowledge of Airservices strategic and operational goals
- Exceptional written and verbal communication skills and demonstrated stakeholder engagement skills
- Experience in preparing and presenting high quality information (e.g. presentations, briefing papers) to different audiences
- Proven ability to influence and communicate with senior levels of management
- Excellent written and oral communication skills, preferably with demonstrated ability to prepare Executive level communications
- Demonstrated ability in driving, delivering and successfully managing strategic engagement and communications for complex programs
- Experience in positively affecting organisational and cultural change and workforce engagement through communication strategies and initiatives
- Demonstrated experience in successfully developing, implementing and evaluating communication strategies
- Strong analytical, problem solving and strategic thinking skills
- Demonstrated ability to work collaboratively with others, while retaining an ability to work autonomously if required to deliver high-quality communications outcomes
- An ability to manage expectations of multiple internal stakeholders to achieve shared outcomes
- Highly organised with a demonstrated ability to meet deadlines according to agreed budget and timeframes
- Experience in the aviation industry is strongly preferred (but not essential).

Performance Standards and Behaviours

As a member of Airservices, you will consistently demonstrate performance standards and behaviours that meet our Code of Conduct. This includes:

- Treating everyone with dignity, respect and courtesy
- Acting with honesty and integrity
- Acting ethically and with care and diligence
- Complying with all Airservices' policies and procedures, and applicable Australian laws
- Disclosing and taking reasonable steps to avoid any actual, potential or perceived conflict of interest

- Behaving in a way that upholds our vision, mission and values, and promotes the good reputation of Airservices