

# Engagement Manager

Position Detail			
<b>Reports To</b>	Director of UTM Enablement	<b>Group</b>	CCERO
<b>Classification</b>	MRP1	<b>Location</b>	Brisbane, Melbourne, Sydney, Canberra
<b>Reports – Direct Total</b>	Nil		

## Organisational Environment

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

We provide air navigation services across 11 per cent of the world's airspace, managing over four million aircraft movements carrying more than 156 million passengers each year.

Airservices has two major operating centres in Melbourne and Brisbane and a corporate office in Canberra. We operate 29 air traffic 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 embedding new ways of working and innovative technology in our organisation to provide our customers with services that they value.

Airservices is currently undergoing a transformation. We have ten, large-scale and exciting change programs being delivered to meet the needs of the ever-changing airspace environment and our customers. To address these evolving needs, Airservices has established the Uncrewed Services Change Program to deliver cutting-edge services to our emerging airspace users, including Uncrewed Aircraft System (UAS) operators (or 'drones') and Advanced Air Mobility (including 'air taxis'). Airservices is delivering digital and automated capabilities that will underpin Australia's UAS Traffic Management (UTM) system, providing new services to our emerging customers, and leveraging newly built capabilities to transform the delivery of air traffic management sustainably into the future.

## Primary Purpose of Position

The Engagement Manager is responsible for contributing to the development and operationalisation of a compelling enablement strategy for the Uncrewed Services Change Program. The role is accountable for the development of an approach and tools for the program's engagement and advocacy, crafting compelling strategic narratives, and collateral that speaks to a wide range of local and international stakeholders. The Engagement Manager reports to the Director of UTM Enablement and is influential to the success of the Uncrewed Services change program.

As a key contact for Airservices' Uncrewed Services representation activities, The Engagement Manager is crucial in ensuring the success of the Uncrewed Services Change Program. This role offers a unique opportunity to significantly impact the future of uncrewed services at Airservices, ensuring our strategies are innovative, well-communicated, and effectively executed, while assisting in enhancing our thought leadership position.

## Accountabilities and Responsibilities

### Position and People Specific

- Develop and maintain a broad range of relationships to influence within the value chain with their team and at peer level, and positively influence stakeholders.
- Develop content and implementation support to ensure messaging and our narrative remains on point. This includes but is not limited to, content on Airservices Australia webpages such as those dedicated to drones and UTM, social media content, thought leadership content and various campaign style mediums (newsletters, promotional material)
- Development and management of a roadmap artefact that sets out the timeline for advocacy delivery, consultation points, and key milestones including strategic thought leadership opportunities.
- Conduct ongoing industry environment scans to map relevant conferences, summits, trade shows, events, etc. for relevant and impactful engagement, sponsorship and/or speaking opportunities.
- Provide supporting collateral and material for committed industry events and conferences including speech writing, presentations, talking points, stakeholder engagement plan, and 'back pocket' briefs on questions and-answers topics.
- Develop key messages at change program, program, and project levels and refine them as lessons are learned and insights gained.
- Work with change management practitioners to develop change communications and initiatives.
- Work with the Uncrewed Services and other internal teams to drive buy in and leverage Airservices' capabilities (Marketing, Internal, External and Project communications teams etc.) through internal communications, initiatives to build support, enthusiasm and engagement, and look for opportunities to interact with other areas in the business (e.g. at 'Town hall' meetings)
- Support the development of input into key government policy documents and artefacts.
- Support implementation tracking for the Uncrewed Services Advocacy Plan.

## Key Performance Indicators

### Efficient, Effective and Accountable

- Builds and maintains effective working relationships with stakeholders.
- Develops credible, comprehensive, and influential material.
- Distils complex concepts into clear and persuasive messages.
- Delivers compelling presentations and other verbal communications.
- Takes responsibility for actions and achievement of objectives.
- Seeks improvements, drives efficiency, and delivers new ways of operating.
- Treats everyone with respect and promote equal opportunity.
- Establishes and maintains strong relationships and networks within the organisation.

## Safety

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

## Key Relationships

- Uncrewed Services Leadership team.
- Program and Project Team.
- All levels of Leadership, across both corporate and operational business units.
- Various organisational-wide working groups who have vested interests in the Program's direction & success.
- Internal marketing and communications teams.
- Key external industry and community stakeholders.

## Skills, Competencies and Qualifications

### *Strategic Thinking and Value Creation*

- Critically assess requirements and make recommendations for the delivery of the advocacy strategy.
- Deliver and apply a plan for change management and engagement delivery including principles, techniques and tools.
- Think outside the box and challenge the status quo to get better outcomes.
- Ability to work in, and deliver on objectives in a fast changing, sometimes ambiguous environment.

### *Technical Strategic Communications Excellence*

- Strategic communications and marketing management capability.
- Experience working in an evolving environment and building advocacy for a vision amongst diverse stakeholder groups.
- Ability to clearly and articulately define and communicate a vision and plan.

### *Stakeholder skills*

- Collaboration and effective teamwork to lead and develop change or the development of new industries.
- Experience with working on large scale change programs that affect both internal and external audiences.
- Strong verbal and written communication skills.
- Ability to influence appropriately.
- Attention to detail with an ability to keep the focus on outcomes.
- Comfortable working in an environment with changing priorities and working iteratively.
- Ability to prioritise work in a high demand environment.

### *Customer Service Mindset*

- Strong stakeholder management skills at all levels within an organisation, with external partners, and other third parties.

## 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.