



## Senior Communications Advisor

Position Detail			
<b>Reports To</b>	Communications and Media Manager	<b>Group</b>	Office of the CEO
<b>Classification</b>	ASA 7A	<b>Location</b>	Canberra
<b>Reports – Direct Total</b>	1		

### 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 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

As **Senior Communications Advisor**, you will help to lead Airservices central communications and media function. You will also drive the implementation of the internal communication strategy and be responsible for improving employee alignment with our social responsibility messaging and initiatives, and helping to promote those initiatives to our external audiences.

### Accountabilities and Responsibilities

#### Position Specific

- Provide leadership to the Communications and Media team by helping to manage workflows and priorities, as required
- Implement the communication components of the organisation's employee engagement strategy, including production of written and visual internally-focused content
- Analyse and map out the channels used by different employee groups to receive and share information; select the most effective and sustainable channels to monitor and reach those groups
- Management of the employee news section of the organisation's intranet
- Develop tools to support employee conversations around the organisation's strategic narrative and ensure the successful roll-out and adoption of those tools
- Build and leverage employee communities and ambassador groups to promote Airservices to internal and external audiences

- Drive the implementation of executive engagement events, including the CEO and Executive Roadshow, and ensure they are maximised as communications opportunities
- Measure and report on the effectiveness and impact of communications programs on employee engagement
- Leverage existing data such as employee opinion surveys to identify high-opportunity areas for communications campaigns
- Drive the content and communication elements of the organisation's social responsibility initiatives, such as diversity and inclusion campaigns
- Ensure the organisation's financial and charitable contributions to industry are well supported by robust content and social media plans
- Provide direct supervision and leadership to the Communications Co-ordinator

#### People

- Maintain an effective working relationship with other Airservices staff to ensure that there is effective coordination of all activities in support of organisational objectives

#### Compliance, Systems and Reporting

- Maintain compliance with enterprise governance systems and policies, including Safety, Environment, WHS and Enterprise Risk

#### Safety

- Demonstrate safety behaviours consistent with enterprise strategies

### Key Performance Indicators

#### Efficient, Effective and Accountable

- Airservices internal communication initiatives are helping to promote overall employee engagement and experience
- Key stakeholders across the organisation understand the importance and effectiveness of content communication as a way to manage and promote the Airservices brand
- All content is well-written, on brand and meets the needs of our defined internal audiences
- Communications are distributed effectively to the right audiences through the appropriate channels, including social media and internal channels
- The Airservices tone of voice, key messages and themes are consistent across all channels

#### Commercial

- Fiscal awareness in the conduct of duties to ensure optimal financial outcomes for Airservices

#### Safety

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

### Key Relationships

- Office of the CEO Colleagues, particularly People and Leadership Strategy Branch
- People Services units in all Business Groups
- Organisational Wide Communications Staff
- Employee Ambassadors

### Skills, Competencies and Qualifications

- Bachelor's degree in communications, media or a related discipline
- Minimum of 5 years' experience in a similar role
- Demonstrated experience in internal / employee communications

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- Demonstrated project management and organisational skills
  - Excellent writing, presentation and communication skills
  - Flexible, creative team player willing to step into whatever is required to get the job done
  - Ability to work well with other people
  - Demonstrates integrity at all times
  - Focuses on customer needs and satisfaction
  - Some travel and occasional availability outside of standard office hours will be required

### 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.