



## Content Communications Advisor

Position Detail			
<b>Reports To</b>	Communications and Media Manager	<b>Group</b>	Office of the CEO
<b>Classification</b>	ASA 6	<b>Location</b>	Brisbane or Canberra
<b>Reports – Direct Total</b>	0		

### 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 **Content Communications Advisor**, you will spearhead the implementation of the Airservices content and thought leadership strategy. This includes building and maintaining a content calendar, creating a writing process and delivery strategy, managing writers, contributing to social media posts, and ultimately, crafting interesting and well-researched content that engages key internal and external audiences.

### Accountabilities and Responsibilities

#### Position Specific

- Lead the execution of the organisation's content communication and thought leadership strategy, including conceptualising the projects upfront, assigning and briefing projects and overseeing development and copy-editing prior to publishing
- Develop and maintain the Airservices content calendar and written guidelines
- In conjunction with OCEO Communications and Media colleagues, contribute to social media strategy and posting, including community / influencer management
- Work closely with Airservices executives and subject matter experts to produce high-quality articles, white papers, blogs, case studies, presentation content, survey reports and web copy
- Continuously measure and improve content performance; create reports leveraging Google Analytics and social media analytics tools

- Stay up-to-date with the latest industry trends and key audience challenges in order to build a more effective editorial calendar
- Push the business to adopt better content creation practices through frequent testing of new content formats and distribution channels
- Management of all resources required to execute the content calendar including designers, writers and agency personnel

#### 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 content supports the wider organisational brand and strategic objectives
- 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 target audiences
- Finalised content is distributed effectively 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
- Customer Service Enhancement Group
- Airservices Internal Subject Matter Experts
- Organisational Wide Communications Staff
- IM&DS Service Design & Delivery Branch

### Skills, Competencies and Qualifications

- Bachelor's degree in communications, marketing or a related discipline
- Minimum of 3-5 years' experience in a similar role
- Content marketing experience not essential but viewed favourably
- Demonstrated experience producing content that builds an engaged and expanding audience
- Demonstrated project management and organisational skills
- Excellent writing, presentation and communication skills
- Proficient in Google Analytics and various website content management tools

- 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.