

**Senior Safety Promotion Specialist**

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| **Position Detail** |  |  |  |
| **Reports To** | Head of Safety & Risk, Business & Stakeholder Partnering | **Group** | Chief Safety & Risk Officer |
| **Classification** | ASA7A | **Location** | Canberra, Melbourne or Brisbane |
| **Reports – DirectTotal**  | 0 |  |  |

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| **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.

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| **Primary Purpose of Position** |

As **Senior Safety Promotion Specialist**, you will lead the development and maintenance of safety promotion, education and awareness programs that are targeted at Airservices’ customers. To achieve this, you will design and produce engaging communications, collaborate with skill and confidence to drive towards safety outcomes determined to be in the best interests of Airservices and industry. You will be a passionate advocate for safety internally and externally.

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| **Accountabilities and Responsibilities** |

Position Specific

* Lead the development and execution of a safety promotion, education and awareness strategy for customers
* In liaison and collaboration with colleagues, design and execute safety promotion, education and awareness initiatives and campaigns
* Design and develop content driven promotional material, to build safety awareness using varied platforms
* Liaise with colleagues to update and maintain the safety promotion, education and awareness materials on the Airservices corporate website
* Liaise with colleagues to deliver safety related forums
* Measure and report on the performance of the safety promotion, education and awareness strategy
* Liaise and coordinate with the Civil Aviation Safety Authority (CASA) and other agencies to make best use of resources and maximise impact of safety promotion, education and awareness initiatives
* Ensure that safety promotion, education and awareness campaigns are consistent and meet Airservices branding and messaging
* Develop trusted relationships across the value chain as well as with customers and stakeholders

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
* Provide coaching and mentoring to other Airservices staff that are contributing to our engagement with industry on safety

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

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| **Key Performance Indicators** |

Efficient, Effective and Accountable

* Quality and effectiveness of safety education and awareness activities that are delivered to customers
* Airservices brand is consistent

Commercial

* Effective contribution to safety activities to deliver efficiencies and safety improvements
* Fiscal awareness in the conduct of duties to ensure optimal financial outcomes for Airservices

Safety

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

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| **Key Relationships** |

* Aviation Safety Liaison Coordinator
* Senior Aviation Safety Liaison Specialist
* Risk Assurance
* Service Delivery
* Service Improvement
* Customer Engagement
* External Communications
* Civil Aviation Safety Authority
* Customers

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| **Skills, Competencies and Qualifications** |

Skills

* Demonstrated experience in developing, managing and executing a promotion, education and awareness strategy that builds an engaged and expanding audience
* Demonstrated project management and organisational skills to manage time effectively and monitor performance against deadlines and milestones
* Highly effective verbal communication skills to speak clear and fluently while expressing opinions and information as well as making presentations with skill and confidence
* Highly effective written communication skills which structures information to meet the needs and understanding of the intended audience
* Flexible, creative team player, willing to step into whatever is required to get the job done
* Ability to work well with other people to adapt to teams and build team spirit
* Demonstrated ability to engage and liaise with diverse stakeholders to build a wide and effective network of contacts inside and outside the organisations
* Demonstrated ability to effectively influence and manage senior stakeholders to gain clear agreement and commitment from others and promote ideas

Competencies

* Working with People
* Adhering to Principles & Values
* Delivering Results & Meeting Customer Expectations
* Presenting & Communicating Information
* Writing & Reporting
* Creating & Innovating
* Planning & Organising
* Coping with Pressures & Setbacks

Qualifications

* Qualifications in product design, graphic design, communications, marketing or a related discipline

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| **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.