



Marketing and Communications Specialist (External Communications)

Position Detail			
Reports To	Head of External Communications	Group	Chief Customer and External Relations Officer
Classification	ASA 7A	Location	Melbourne, Brisbane, Canberra, Sydney
Reports – Direct Total	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 27 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 Digital and Marketing Communications Specialist, you will be responsible for managing and enhancing Airservices Australia's digital communications channels and corporate brand identity. This role involves overseeing the organisation's website, social media platforms, and other digital channels, as well as developing and implementing strategies to promote our corporate brand, managing creative agency stakeholders and ensuring consistent, high-quality communications across all materials and advertising.

Accountabilities and Responsibilities

Position Specific

1. Digital Communication Management

- Develop, implement, and manage digital communication strategies to enhance Airservices Australia's online presence and engagement.
- Oversee the organisation's website, including content creation, updates, and user experience improvements.
- Manage social media channels, including content planning, creation, and engagement strategies to increase reach and impact.
- Monitor digital trends and competitor activities to ensure the organisation remains at the forefront of digital communication practices.

2. Brand Identity and Corporate Communications

- Develop and maintain brand guidelines to ensure consistent application across all communications materials and channels.

- Create and oversee the production of branded content, including annual reports, brochures, presentations, and advertising materials.
 - Collaborate with internal teams and external agencies to ensure alignment with the corporate brand and messaging strategy.
 - Lead creative development and execution for internal and external communications campaigns
 - Collaborating with agency partners on concepting, shooting and editing photo and video shoots
3. **Advertising and Promotional Activities**
- Plan and execute advertising campaigns to support corporate objectives and enhance brand visibility.
 - Analyse campaign performance and provide recommendations for improvements based on data-driven insights.
 - Coordinate with media outlets and advertising partners to maximise the impact of promotional activities.
4. **Stakeholder Engagement**
- Work closely with internal stakeholders to gather content, understand communication needs, and ensure messaging consistency.
 - Engage with external partners, agencies, and vendors to support digital and marketing initiatives.
5. **Reporting and Analytics**
- Monitor, analyse, and report on digital communication metrics, website performance, and social media engagement.
 - Use analytics to provide actionable insights and improve communication strategies.

Skills, Competencies and Qualifications

Qualifications

- Degree in Marketing, Communications, Digital Media, or a related field.
- Minimum of 5 years of experience in digital communications, marketing, or a related role.
- Proven experience managing websites, social media platforms, and digital advertising.
- Strong understanding of brand management and corporate communication strategies.
- Excellent written and verbal communication skills, with the ability to create compelling content and presentations.
- Proficiency in digital marketing tools and analytics platforms (e.g., Google Analytics, social media management tools).
- Creative thinking and problem-solving abilities with a keen eye for detail.
- Strong organisational skills with the ability to manage multiple projects and meet deadlines.

Desirable Skills

- Experience in the aviation or government sector.
- Knowledge of SEO best practices and digital advertising techniques.
- Familiarity with content management systems (e.g., WordPress, Canto) and design software (e.g., Adobe Creative Suite).

People

- Maintain an effective working relationship with other Airservices teams to ensure there is effective coordination of all activities in support of organisational objectives
- Work closely with the Communications Content Advisor and external agencies to create and manage compelling communications collateral

Compliance, Systems and Reporting

- As a report, discharge accountabilities as per Leaders Leading Handbook
- Liaise with business groups to improve financial capability across the organisation

Safety

- Demonstrate safety behaviours consistent with enterprise strategies

Key Performance Indicators

- Increased reach and effectiveness of social and digital comms channels
- Consistent and compelling visual identity adopted across the organisation
- Increased engagement with organisational advertising
- External agencies deliver to a high standard and on budget
- Excellent time management
- Nimble when required to deliver high-priority work to short deadlines
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Key Relationships

- CEO
- ELT
- Board
- Chief Customer and External Relations Officer
- Head of External Communications
- External Communications team
- Internal Communications team
- Government and Industry Relations team
- Community Engagement team
- Customer Engagement team
- Business Performance and Reporting team
- Operational teams

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.