



Position Snapshot

Position title	Change and Communications Advisor
Business/ Division/ Department	Service Culture Team
Location	Brisbane Head Office
Reports to	Service Culture Manager
Direct reports	0

Organisational Context

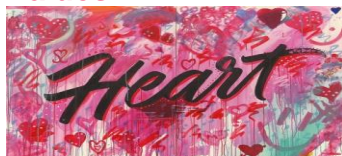
Virgin Australia Group is a major Australian airline group that operates domestic and international regular passenger services, charter and cargo services and the loyalty program Velocity Frequent Flyer. It is proud of its reputation for exceptional customer service.

The Group employs around 9,500 people in Australia, New Zealand, the United States and the United Kingdom. We pride ourselves on recruiting the right people into the right roles and we're always looking for team members in all specialties to join our award winning team.

Virgin Australia Group team members are passionate believers in better. When we live our shared values of Heart, Spirit, Imagination and Collaboration, we can do things that most people would think impossible.

As a result every person that we come into contact with; our guests, our customers, our colleagues and the community will feel and experience better outcomes, based on the interactions we have with them.

Values



Overall Impact Statement

Supports the Service Culture Team by producing high quality internal communications materials for the Service Culture Team and our partners across the business. Manage and/or assist with projects and project change plans that benefit our workplace and our culture, to enable a consistent and highly effective approach to information flow within our business.

Key Accountabilities

- Manage Service Culture Team and Cabin Crew internal communications channels, intranet pages and publications to ensure that all team member are fully information of upcoming initiatives, key performance metrics and BAU activities.
- With guidance from relevant Change Managers other key stakeholders, develop compelling, relevant and informative internal communications materials to support the rollout of change initiatives, that is consistent with the Virgin Australia brand, our Purpose and our Values.
- Manage feedback loops for BAU and project communications and ensure timely responses to all feedback and suggestions.
- Work with Change Specialists and Business leads to develop engagement and communications plans that are tailored to specific initiatives and designed to deliver optimum engagement across a diverse group of stakeholders, for product and customer experience initiatives and BAU activities.
- Assist with the development of change impact assessments based on consultation with frontline teams and key stakeholders to ensure a full picture of the impact of each initiative.
- Review and evaluate the effectiveness of existing internal communications products/tools, minimise duplication and drive innovation and improvement with a limited budget.
- Support co-ordination of Reward and Recognition Programs (Brand Ambassador) and key engagement activities such as pop ups and other relevant activities.
- As a representative of the Service Culture Team, build and maintain effective relationships with stakeholders across our business to enable better collaboration and information flow.
- As a change and communications advisor, Be a Champion of Better.

Key Requirements

Essential	Desirable
<ul style="list-style-type: none">○ Excellent communication skills○ Excellent relationship management skills○ A solid understanding of the Virgin Brand and how to effectively infuse the Brand in all communication and media channels○ Proficiency in Business Communications and basic Microsoft Office Suite of products including Word, PowerPoint and Excel○ Experience in preparing communications materials for use in a business/project/learning and capability context○ Ability to research, analyse and present data, from both familiar and new sources and prepare high quality reports and presentations○ Strong facilitation and presentation skills encompassing senior leadership and frontline operational teams○ Willingness and ability to gain and understanding of best practice communications and change management theories and principles and their application within an operational environment	<ul style="list-style-type: none">○ Degree or Diploma in Business Communications or related field○ Experience working in a project change and communications team: including cultural, structural technology and process change○ Graphic design skills and/or qualifications○ Experience in, or an understanding of our reward and recognition programs and performance management tools○ Proficiency in extended Microsoft Office Suite including Publisher and SharePoint

Competencies

Delight Customers	<p>Initiates customer centric solutions</p> <p>Seeks to enhance customer experiences and improve outcomes</p> <p>Seeks and identifies opportunities to surprise and delight customers (internal and external)</p> <p>Supports digital transformation initiatives and understands how they can improve processes and customer interactions</p>
Communicate & Engage	<p>Manages communications, enabling interactive discussion and compromise</p> <p>Negotiates operational and tactical outcomes</p> <p>Influences direction and purpose, communicating strategic and critical concepts to create buy-in</p> <p>Demonstrates a concerted effort to inspire team members to achieve outcomes</p> <p>Facilitates accessible, agile communication across Group in line with evolving stakeholder preferences</p>
Connect & Partner	<p>Builds trusting, cooperative partnerships, supporting others in challenging situations</p> <p>Embraces collaboration and connection beyond organisation boundaries</p> <p>Actively seeks opportunities to partner with others to achieve extraordinary outcomes</p> <p>Checks and aligns own work with team goals</p>
Embrace Change	<p>Welcomes change and remains positive in the face of ambiguity</p> <p>Seeks information to understand change and impacts</p> <p>Demonstrates a change mindset, flexibility and openness</p>
Innovate & Improve	<p>Identifies and contributes ideas for improvement</p> <p>Is curious and open-minded to new ideas, perspectives and approaches</p> <p>Understands the need for Group to be innovative and drive business improvement</p> <p>Is curious about opportunities in data analytics to suggest improvements in processes</p>
Diversity of Thinking	<p>Encourages others to bring whole self to work and contribute freely to support creativity and understanding of customers and stakeholders</p> <p>Builds empathy and understanding of different people, integrating diverse perspectives into approaches and outcomes</p> <p>Expresses own point of view and challenges basic assumptions</p>
Strategy & Direction	<p>Achieves objectives within own job area to deliver results aligned to the Group's strategy</p> <p>Promotes team understanding of Group's purpose and strategy and contribution of work to the Group's direction</p> <p>Considers whether short term goals support long term objectives</p>
Drive Business Outcomes	<p>Shows energy, enthusiasm and initiative for achieving goals</p> <p>Seeks guidance and support to address obstacles and achieve set goals</p> <p>Plans work to deliver within expected timeframes</p>
Motivate others & Self	<p>Understands and values the skills, knowledge and experiences that others bring</p> <p>Integrates feedback and takes responsibility for achieving own goals</p> <p>Demonstrates a high level of personal motivation to learn</p>

Qualification and experience

Supervise or co-ordinate others to achieve objectives, including liaison with staff at higher levels.
Requires about < 2 years of technical experience
Requires about < 2 years of managerial experience