

**Communications Specialist**

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| **Position Detail** |  |  |  |
| **Reports To** | Head of Internal Communications | **Group** | Chief Communication Officer |
| **Classification** | ASA 7A | **Location** | Canberra or Melbourne preferred; other locations possible |
| **Reports – DirectTotal**  | - |  |  |

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| **Organisational Environment** |

Airservices Australia (‘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 provides 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 **Communications Specialist** you will work closely with the Head of Internal Communications as a key partner dedicated to support specific business groups or enabling functions. Providing specialist communications advice and expertise, you develop and implement internal communication strategies to drive business priorities and meet objectives to deliver business outcomes.

In this role you will:

* Work closely with Executives, senior leaders and stakeholders across our diverse business groups to advise, develop and implement effective strategic communication strategies, plans and collateral that drive team member alignment and engagement.
* Leverage our enterprise messaging and channels to connect our people to Airservices’ purpose, direction and priorities and underpin improving our team member experience.

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| **Accountabilities and Responsibilities** |

**Position Specific**

* Effectively lead and drive the communication agenda for dedicated partner groups/functions, identifying short and long-term needs and managing requirements end-to-end, from planning to delivery.
* Plan, create and deliver internal communication strategies, maximising opportunities and minimising risk, to successfully launch and embed a range of business priorities and initiatives.
* Align to and establish strong working relationships with key Executives, senior leaders and line managers within partner groups/functions to become a trusted advisor on sensitive and day-to-day issues.
* Lead communication and content planning and development in alignment with other Internal Communication professionals.
* Work in an integrated way with the broader Communications team to ensure effective alignment of messaging, use of channels and content coordination.
* Ensure sequenced, leader-led, top down/bottom-up internal communication plans and processes to ensure key internal audiences are informed and engaged about group/function priorities and initiatives.
* Write, edit and produce compelling, targeted, clear content and communications materials managing distribution to meet agreed timing and plans.
* Work across the Communications and Airservices’ team to ensure an integrated stakeholder approach for priorities and initiatives with wider impacts, such as media and external, digital, changes and projects, customer engagement or government relations.
* Work with business group leaders on their role in effective communication to build communication capability at Airservices’ through partnership, coaching and providing actionable insights and advice to achieve required objectives.
* Contribute to a shared Airservices communication agenda, identifying opportunities for alignment within a group/function, across business groups/functions and across the Airservices network.
* ‘Join the dots’ for our people between business communication activity and Airservices’ strategy, direction and priorities.
* Build awareness and understanding of the Communications function and its services and contribute to establishing the value of business partnering for key stakeholders.

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| **Key Performance Indicators** |

**Efficient, Effective and Accountable**

* Drives, develops and maintains required communications strategies, plans, content and collateral to ensure key business deliverables are met.
* Team members are committed to Airservices, and promote and act in Airservices best interests, measured through our employee opinion survey.

**People**

* Build and maintain effective working relationships with key internal stakeholders to efficiently coordinate communication activities in support of organisational objectives.

**Safety**

* Demonstrate safety behaviours consistent with our values, policies and procedures.

**Compliance, Systems and Reporting**

* Ensure Airservices style guides and communication protocols are followed, and all communication is subject to required approvals

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| **Key Relationships** |

* Internal Communication Manager and team
* Communication team
* CEO office / Executive team
* Senior leaders, line managers, and relevant roles/teams in partner business groups/functions
* External providers as required

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| **Skills, Competencies and Qualifications** |

With a minimum of seven years’ experience in communication and engagement roles, you have demonstrated ability to:

* Design, deliver and evaluate communication and engagement strategies in support of the internal communication strategy / priorities to deliver business outcomes.
* Provide timely advice and direction on effective communication strategies that inform and help team member buy-in, commitment and contribution to business outcomes.
* “Hit the ground running” to quickly navigate and establish essential working relationships with key stakeholders.
* Work flexibly and at pace, often with competing priorities in a busy business environment with a strong transformation agenda.
* Manage and influence key relationships to achieve priority business outcomes.
* Communicate persuasively, with authority and sensitivity to the diverse and divergent views of key stakeholders.
* Maintain effective working relationships with key business stakeholders, including Airservices leaders to ensure there is effective coordination of activities in support of organisational objectives.
* Integrity and discretion in dealing with sensitive issues.
* A high level of attention to detail.

**Skills**

* Proven ability to advise and influence senior stakeholders on sensitive issues.
* Excellent written and verbal communication skills, with the ability to translate technical, complex topics into clear and simple language that is easy to understand.
* Equally comfortable collaborating with communication team members as you are working autonomously with business stakeholders – bridging seamlessly and sensitively between central enterprise and business groups, project teams.
* Strong presentation skills.
* Problem solving and solutions development skills.
* Ability to plan, organise and manage projects and time effectively.

**Qualifications**

* Bachelor degree in Communications (or related discipline) or significant communications and engagement experience.

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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 purpose, aspirations and values, and promotes the good reputation of Airservices.