

**Project & Change Communications Manager**

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| **Position Detail** |  |  |  |
| **Reports To** | Head of Communications and Media | **Group** | Communications |
| **Classification** | 7A | **Location** | Brisbane, Canberra or Melbourne |
| **Reports – Direct Total** | 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** |

Airservices has commenced a multi-year program of work to enable a strategic change agenda. A key component of this is the Enterprise Network Modernisation Program (ENMP), which will drive the organisation’s transition to a new IP network with new terrestrial, microwave and satellite components, and move to a managed service provider / vendor operated model.

As the **Project Communications Officer**, you will lead the design and implementation of a comprehensive change management communications strategy to inform and educate internal/external stakeholders and build support for the transition to the ENMP.

Effective and efficient communication with internal/external stakeholders is critical to the success of the ENMP transition and this role will work closely with the project team to drive end to end planning, development, and implementation of communications and engagement activities in support of the project.

You will accountable to develop, deliver and maintain change communication and engagement strategies and collateral across multiple comms channels/platforms, and to monitor, measure and report on communications activities to ensure their effectiveness.

You will leverage internal/external relationships to develop highly effective relationships and strategies, coordinating with Airservices and industry bodies to ensure that stakeholders are well informed and engaged throughout the life of the program.

While the initial engagement is for 12 months, there is the possibility of extension for the life of the program.

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| **Accountabilities and Responsibilities** |

Position Specific

* Lead the design and implementation of change management communications strategies to support ENMP/other projects as required.
* Develop and apply a structured communications communication and engagement methodology to support the change approach.
* Plan, write, edit and distribute communications materials associated with the delivery of the program/s change management communications and engagement strategy
* Coach and mentor the program and project teams on best practice communication techniques.
* Identify and establish the required channels to support the program’s objectives and maintain those channels with engaging and relevant content.
* You may also be required to support other program / project specific communications efforts as directed.

People

* Maintain an effective working relationship with the Project Team and other Airservices staff to ensure that there is effective coordination of all activities in support of organisational objectives.
* Apply contemporary communication and engagement practices across multiple mediums (such as social networking) and technologies (from printed material to digital distribution), including engagement with both internal and external stakeholders to support organisational change activities.
* Influence and negotiate with a range of internal and external stakeholders to facilitate high levels of engagement.

Compliance, Systems and Reporting

* Align communications and engagement activities to industry best practice and Airservices processes.
* Identify and report on risks and issues impacting service delivery and program performance.

Safety

* Demonstrate safety behaviors consistent with enterprise strategies.

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| **Key Performance Indicators** |

Efficient, Effective and Accountable

* Internal and external stakeholders are adequately informed and engaged by the program communication initiatives
* All content is well-written, on brand and meets the needs of stakeholders
* Communications are distributed effectively to the right audiences 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

* Establish and maintain relationships with vendor and industry stakeholders.
* Assess communications material to prevent the release of commercially sensitive information.
* Where applicable, engage with third party delivery partners to deliver effective communication material at a national level (eg: Printed material).

Safety

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

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| **Key Relationships** |

Several Key Stakeholders (and their supporting teams) have been identified as follows;

* Engagement and OCM Lead
* ENMP Program Head (and other ENMP Program team members)
* Technology Strategy, Architecture & Planning Head
* Enablement Technology Platforms Head
* Airspace Platform Head
* Aerodrome Platform Head
* Industrial relations representatives (as required)

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| **Skills, Competencies and Qualifications** |

Required

* Formal qualification in communications, change management or a related discipline
* Minimum of 7 years’ experience in change communications or a similar role, i.e. the development of communications/engagement strategies and distribution of effective communications material in a large organisation
* Experience and knowledge of change management principles, methodologies and tools
* Experience with large-scale organisational change efforts.
* Familiarity with project management approaches, tools and phases of the project lifecycle
* Proven experience and ability to develop and maintain positive relationships with stakeholders and able to engage with all levels of an organisation
* Exceptional communication skills, both written and verbal

Desirable

* Knowledge of the aviation industry, in particular Airservices, airline and airport operations
* Proven experience with industrial relations engagement and successful business transformation partnered with industrial bodies
* Demonstrated experience in social media engagement practices (Facebook in particular)
* Ability to track and report the effectiveness of communication experience in a data-driven, reportable fashion

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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