

REQUEST FOR PROPOSALS

Communications and Policy Advisory

Fixed term: 12-month independent contract-consultancy position (possibility for renewal)

Hours: Working week equivalent (around 40 hours) to be invoiced monthly

Location: Flexible, must be in the same time zone as CET/GMT to facilitate working alongside the ATAG team – with periodic travel to ATAG office in Geneva

To express an interest: Please respond to Anna Patient (patienta@atag.org) by **Friday 12 April 2024**.

Contract-consultancy position

The Air Transport Action Group is seeking to contract a Communications and Policy Advisor to provide communications, advocacy and policy advice, activities and coordination services for the association and in particular in support of the Executive Director.

This senior contract consultancy is responsible for ensuring that:

- The aviation sector's positions on sustainable development and climate change are consistently well-communicated using social and traditional media.
- Aviation policy coordination and representation is provided to the industry in key United Nations and other international sustainable mobility processes.
- ATAG is responsive to the needs of the aviation sector's communicators as a key driver of common sector-wide messaging.

The contractor will play an important role, working alongside ATAG's small team and may be assigned to support other projects or initiatives as required, including events and other activities.

Location

The independent consultant should be located in the CET/GMT timezone to assist the ATAG team (ATAG's office is based in Geneva, Switzerland). There will be periodic travel to Geneva and to other locations.

Strategic responsibilities

- Develops and delivers the strategic outreach direction of the organisation alongside the Executive Director.
- Provides communications and policy support within ATAG and to ATAG's membership, providing the coordination, direction and guidance required for the fulfilment of their goals.
- Analyses and reports on performance of ATAG's communications and policy goals.
- Utilises the ATAG brand and narrative to oversee delivery of communications, advocacy and policy strategy for ATAG.

Collaborative responsibilities

- Works with aviation industry players and with the ATAG Board and ATAG members to ensure that membership meets the needs of the sector and where appropriate acts as a catalyst for member recruitment, supporting member retention.

Role-specific responsibilities

- Develops, delivers and reports on an agreed communications and advocacy plan for proactive communications on sustainable aviation fuels and net-zero emissions for aviation, on an on-going basis and specific to ATAG events (virtual and in-person), projects and publications.
- Speaks with authority on the issues ATAG covers at aviation industry and external private and governmental conferences, standing in for the Executive Director, if and when needed.
- Chairs and coordinates ATAG working group(s) and the ATAG Communications Group.
- Represents the industry at the United Nations and other international fora as required and in conjunction with the Executive Director.
- Helps develop and deliver the tools required to effectively communicate aviation's climate and sustainability action, including: publications, fact sheets, websites, social media output, toolkits and PowerPoint presentations.
- Continuously develops and maintains professional contacts with industry communicators focusing on environment and sustainability (including industry associations such as IATA, ACI, CANSO, IBAC and the major manufacturers that are members of ATAG); and journalists covering environment issues.
- Responds efficiently to incoming media requests, including with subject matter experts across the industry as required.
- Monitors public opinion on aviation and the environment (including polling and social listening) to enhance the impact of the sector's communications on sustainability and climate change.
- Supports the ATAG Executive Director as necessary on assigned corporate projects and initiatives.
- Provides ad-hoc advice and assistance to members of the ATAG team as required.

Profile

Knowledge and experience

- Experience in a senior leadership communications and policy role.
- Understanding and knowledge of the aviation, transport, tourism, international trade sectors and/or global sustainability frameworks.
- University degree and 8-10 years of relevant experience in media, communications, policy development or public opinion campaigns.
- Multiple years of experience in communications or public relations, with advocacy experience.
- Working knowledge of UN and international governmental processes.
- Knowledge / experience in international affairs, advocacy, environment and policy development.
- Strategic knowledge of media relations, digital communications, and social platforms including Twitter/X, LinkedIn and other social media tools.
- Excellent written and spoken communication skills in English.
- Experience in using PowerPoint, InDesign, Illustrator are strongly desired.

Personal attributes

- Team player who thrives in a fast-paced environment, with excellent organisational, interpersonal, cross-cultural, stakeholder management, presentation and communications skills.
- Innovative, creative and proactive with an analytical and solution-orientated approach.
- Critical thinking – able to seek out and then clearly present information and recommendations.
- Able to work in high pressure situations and with tight deadlines.
- Capable of managing multiple stakeholders in a complex and continuously changing environment and to coordinate projects, identifying and coordinating the right people at the right time to deliver activity.
- Comfortable drafting concise position papers based on complex input received from multiple industry stakeholders.
- Ability to make design decisions and execute them in developing presentations and simple publications.
- Sharp judgement and decision-making capabilities with strict attention to detail and quality.
- Passion for aviation, travel and sustainability, and a good sense of humour.

Key relationships

Internal (to company or team)

- Executive Director (direct reporting).
- Other members of the ATAG team as needed.

External (to company)

- ATAG Board.
- Representatives in international governmental agencies.
- Communicators within ATAG's membership, industry suppliers and trade associations and governments.
- Strategic communications support agencies; graphic designers.
- Media organisations (reporters, editors and publishers).
- Conference organisers.

About ATAG

The Air Transport Action Group (ATAG) provides a platform for the commercial aviation sector to work together on long-term sustainability issues, including climate change. The association facilitates collaboration amongst its members across the aviation value chain enabling them to speak with international decision-makers with one voice, representing a broad industry view. ATAG has some 40 members worldwide. Its principal partner members play a driving role within ATAG and devote substantial input to the association. They include: Airports Council International (ACI), Airbus, ATR, Boeing, the Civil Air Navigation Services Organisation (CANSO), GE Aerospace, the International Air Transport Association (IATA), Pratt & Whitney, Rolls-Royce and Safran.

See www.atag.org and www.aviationbenefits.org