



POSITION DESCRIPTION

Position number	Position #1249
Position title	Digital Content Manager
Division/team	Strategic Communications
APS level	EL1
Location	Sydney
Reports to	Director, Strategic Communications
Employment status/type	Full time Ongoing
Full-time equivalent (FTE)	1.00

About the Australian Human Rights Commission

The [Australian Human Rights Commission](#) works towards an Australian society in which human rights are respected, protected and promoted and where every person is free and equal in dignity and rights.

The Commission's key functions include:

- Access to justice: We help people to resolve complaints of discrimination and human rights breaches through our investigation and conciliation services.
- Fairer laws, policies and practices: We review existing and proposed laws, policies and practices and provide expert advice on how they can better protect people's human rights. We help organisations to protect human rights in their work. We publish reports on human rights problems and how to fix them.
- Education and understanding: We strengthen understanding, acceptance and public discussion of human rights. We deliver workplace and community human rights education and training.
- Compliance: We are the regulator for positive duty laws requiring employers and others to proactively address sexual harassment, sex discrimination and other unlawful conduct.

About Strategic Communications

The Strategic Communications Division works with internal and external stakeholders to positively influence debate about, and raise public awareness of, human rights in Australia in everything we do. Our goal is to educate, inform and uphold the Commission's reputation as a trusted and respected institution.

We are responsible for the Commission's media liaison, websites, social media channels, electronic newsletters, events, publishing and brand identity. Across the team we have professionals with diverse experience including journalism, public relations, graphic design, web content strategy, marketing and events.





Purpose of the position

The Digital Content Manager leads the strategic direction, governance and continuous improvement of the Commission's digital content ecosystem. The role ensures the Commission's website is user-centred, accessible, accurate and aligned to organisational priorities.

The role oversees content lifecycle management across a large website, including content strategy, governance frameworks, content audits, migration and platform optimisation. It uses user data, search insights and emerging trends (including AI-driven discovery) to inform and prioritise improvements and enhance the user experience. The role works to implement an effective distributed content management model where internal web editors are supported to make routine web updates, with the goals of quarantining technical experts for more complex website updates and enhancements.

The role is responsible for leading and implementing the Commission's Content Governance Framework, to bring consistency and a user centric approach to the Commission's website. The role is part of the Strategic Communications Team which supports eight Commissioners and their policy teams, as well as our statutory functions as a national human rights institution.

Key responsibilities

Website strategy and content governance

- Provide expert strategic advice to on objectives, audience needs and best-practice digital content approaches, ensuring the Commission's website is fit for purpose and meet organisational goals.
- Oversee and implement the Commission's content governance framework, in collaboration with key internal stakeholders.
- Manage the external website vendor, manage an internal website developer and coordinate a network of web editors that support our distributed content management model.
- Ensure our websites comply with brand guidelines, Web Content Accessibility Guidelines 2.0 AA, and best practice on web content and usability; and provide mentoring to the website editors on these aspects.
- Deliver ongoing training and support to staff across the Commission in managing and uploading web content.

Continuous improvement

- Support evaluation and continuous improvement of the Commission's digital presence by reviewing and reporting on web analytics and monitoring digital trends.
- Triage requests to the website inbox to ensure internal stakeholders are appropriately supported, and any escalated concerns or issues are seen through to resolution.
- Lead continuous improvements including user research, new functionality and strategic enhancements; including oversight of tender processes and managing partnerships with external vendors.

Stakeholder engagement

- Lead stakeholder engagement across the organisation including:





- Senior management to ensure that our purpose and strategic goals are brought to life on the website
- Commissioners and their policy teams to ensure their projects and term goals are clearly communicated and supported in our content and web strategy
- Internal teams such as Legal, National Information Service and Investigation and Conciliation Service, and Workplace and Community Education to ensure that information and content about our legislative functions is clear and accessible on our website.
- Undertake regular research of our users to ensure that the insights lead to improvements that meet the needs of our audience.

Key relationships

Internal	External
Commissioners	Web Vendor
Policy Teams	User research vendors
Web editors	

Key capabilities and role requirements

Australian Public Services (APS) Capability Profile

[EL1 Capability Profile](#)

Professional knowledge and skills

- Demonstrated professional skills and extensive experience in leading digital content strategy and delivery in a complex stakeholder environment.
- Strong knowledge of website best practice, including information architecture and taxonomy, Web Content Accessibility Guidelines (WCAG 2.0 AA) and user experience.
- Strong analytical skills including the ability to collect, evaluate and report on data and translate it into recommendations for improvement.

Experience, qualifications and accreditations

- Demonstrated experience in content strategy and governance.
- Demonstrated experience using complex content management systems. Strong working knowledge of Squiz DXP would be an advantage.
- Demonstrated experience in leading teams to deliver results, meet timelines and develop performance.
- Experience using digital collaboration tools such as Jira, Google Analytics and Microsoft 365 apps.
- Excellent communication, time-management and organisational skills, with the ability to balance strategic priorities and day-to-day delivery in a fast-paced environment.
- Tertiary qualifications a relevant discipline or equivalent experience.

Leadership and management

- Develop team goals, strategies and work plans.
- Responds in a positive and flexible manner to change and uncertainty.





- Identify learning opportunities for others and empower them by delegating tasks.
- Manage the APS 6 Web Developer and oversee their day-to-day work.

Relationships and interpersonal skills

- Build and sustain positive, respectful and collaborative relationships across teams, and a variety of stakeholders and vendors.
- Involves people, encourages them and recognises their contribution.
- Recognises the different working styles of individuals and tries to see things from different perspectives.

Communication

- Confidently present messages in a clear, concise and articulate manner.
- Excellent written communication skills and oral and interpersonal skills, including the ability to negotiate and influence decisions.
- Seeks to understand others and tailors communication style and message accordingly.

Other requirements

- Complete the Commission's mandatory training modules and attendance at workshops
- Comply with the Commission's policies and procedures
- Adhere to the [APS Values, APS Code of Conduct and Employment Principles](#)
- Adhere to Work Health and Safety employee obligations and duties
- Demonstrate the ability to fulfill the requirements of the role in an impartial and respectful manner as required by the APS Code of Conduct
- Uphold the integrity and independence of the Australian Human Rights Commission

Working at the Commission

The benefits of working at the Commission

Everyone at the Commission contributes to our goal of an Australian society in which human rights are respected, protected and promoted and where every person is free and equal in dignity and rights. By working with us, you can help to make Australia a better and fairer society for all.

We are passionate about what we do and that passion energises our workplace. You will be part of a friendly, professional, diverse and committed team working together to improve people's human rights.

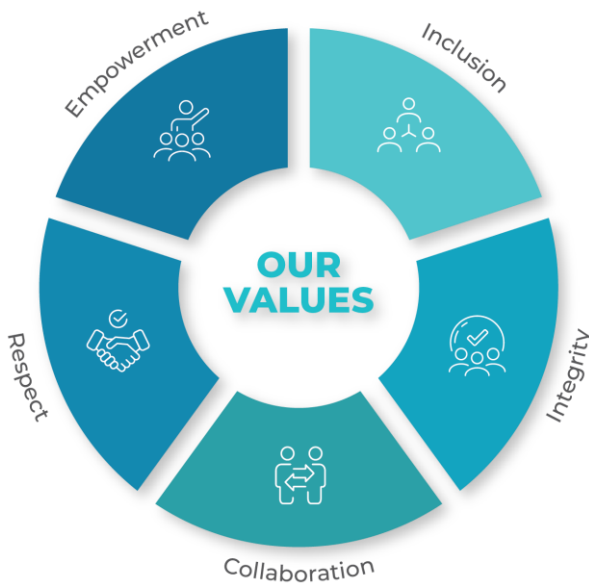
Your benefits will include: flexible work options; APS remuneration including generous 15.4% superannuation and leave entitlements; learning and development support; a modern office environment with a 4-star green building rating; and wellbeing support. As part of [working in the APS](#) you will have broader opportunities to learn and develop your career. For more information visit [APS EVP Statement](#).

We are committed to a diverse and inclusive workforce that reflects the Australian community. To find out more visit [Life at the Commission](#).





Our values



We seek people who support and model the values and behaviours we promote in our workplace.

How to apply

Go to <https://humanrights.gov.au/about/jobs>. For further information visit our website for [application guidelines and eligibility](#).

RecruitAbility applies to this position. Under the RecruitAbility scheme you will be invited to participate in further assessment activity for the position if you choose to apply under the scheme; declare you have a disability; and meet the minimum requirements for the job.

For more information visit: <https://www.apsc.gov.au/recruitability>

Acknowledgement

I have reviewed this position description and accept the requirements and responsibilities of my role. I also commit to performing my role in accordance with the Commission's values, APS values and employment principles. I understand my role may change as agreed between me and my supervisor on a temporary or regular basis according to the needs of my Team and/or Division. If I have any questions regarding my role or responsibilities assigned to me, I will discuss them with my immediate supervisor in the first instance.

I also understand my performance will be assessed in accordance with my position description and duties assigned to me within my annual performance agreement.

Employee Name	Signature	Date

