



Position Description

Position Title	Digital Experience and Web Specialist
Portfolio	Strategy and Impact
Area	Communications and Marketing
Reports To	Senior Manager – Marketing, Communications and Marketing

Organisation Purpose

Our vision at the Brotherhood of St. Laurence (BSL) is an Australia free of poverty. Our purpose is to advance a fairer Australia through our leadership on policy reform, our partnerships with communities, and the quality of our services.

Our organisation employs over 1,500 staff and is supported by 1,000 volunteers. We partner with governments, industry and communities to address poverty across the nation.

Our work is varied. We deliver services to build capability and confidence across the life course, from the early years, youth and employment to services for people with disability and for older people in Australia. Our Op Shops and social enterprises are well known. So too are our services that support financial wellbeing. We research the causes and effects of poverty and connect research, practice and policy to advocate national, state and local policy responses to poverty.

BSL values diversity and inclusion with regard to our staff and the communities we serve. Our staff and volunteers come from diverse backgrounds, and we aim to create an inclusive working environment. BSL is committed to child, young people and vulnerable adult safety. We want all people to be supported, respected, safe and empowered.

Portfolio Purpose

The Strategy and Impact portfolio is an enabling function that fosters collaboration and shared purpose across BSL functions by leading strategy, enabling innovation, fostering cross-organisational strategic projects, leading public engagement, and developing and nurturing strategic partnerships, and increasing BSL's financial sustainability.

The Communications and Marketing area is responsible for supporting organisational requirements for communications, marketing, digital, events, public

relations, media and publicity support, brand management and publications aligned to Strategy 2030. It plays a critical role in supporting the organisation's strategic objectives to increase its voice and profile in the community and generation of non-government income.

Position Purpose

The Digital Experience and Web Specialist manages the development, maintenance and optimisation of BSL's digital platforms, including its multiple websites and the digital asset management platform. The role ensures BSL's websites and digital assets are accessible, user-friendly, accurate, brand-aligned and fit for purpose.

The role supports website updates, landing pages, CMS maintenance, digital content publishing, technical SEO, tagging and tracking, and the continuous improvement of BSL's digital experience. It exercises specialist judgement in applying UX and UI principles to web platforms and CMS-driven interfaces determining the most effective approach to usability, accessibility and audience experience. The role may create or adapt simple digital assets required for website implementation but is not responsible for broader graphic design, campaign creative development, print production or offline collateral.

Key Responsibilities

Website development and maintenance

- Manage website updates, maintenance and development across BSL's multiple websites.
- Develop, configure or adapt page layouts and digital components applying specialist judgement to recommend the most effective solution within BSL's approved brand standards, templates and design systems.
- Provide specialist CMS support, troubleshooting and quality assurance, diagnosing issues where no standard fix or precedent exists.
- Support improvements to website structure, navigation, performance and accessibility.

Digital experience and optimisation

- Exercise specialist judgement to improve the usability, accessibility and effectiveness of BSL's digital experiences.
- Provide specialist technical advice on SEO, content quality, page structure and user journey improvements.
- Work with marketing and program teams to ensure website content is accurate, current and audience-focused.

- Apply specialist expertise in UX and UI principles, determining the approach to the design and improvement of webpages, landing pages, navigation, forms and other CMS-driven digital interfaces.
- Create or resize simple web-based assets where required to support website implementation.

Campaign and marketing support

- Support digital delivery for campaigns, fundraising appeals, social enterprises, aged care, programs and strategic projects.
- Implement web content, forms, banners, landing pages, tags, pixels and tracking requirements.
- Work with Marketing Managers, Coordinators and external providers, providing specialist technical advice on the digital implementation of campaign creative across websites, landing pages, forms and other digital platforms.
- Work with Marketing team members and external design providers where specialist graphic design, campaign creative, illustration, print or broader production support is required.

Governance, standards and stakeholder support

- Exercise specialist judgement to ensure web and digital assets meet BSL brand, accessibility, quality and governance requirements, resolving ambiguous or undefined cases.
- Establish and maintain workflows for website updates, publishing and asset management.
- Provide specialist professional and technical digital advice and support to internal stakeholders and suppliers.
- Administer the password management system used across Marketing & Communications, exercising judgement on access and security matters.
- Coordinate user access, permissions and secure credential management across relevant websites, systems and digital platforms.
- Support uploads, archiving, housekeeping and easy access to approved brand and campaign assets in the Digital Asset Management Platform

Scope of Responsibility

Direct Reports:

- N/A

Indirect Reports:

- N/A

Key Selection Criteria

Career Experience:

- Demonstrated experience in a digital, web, UX, CMS or digital platform role within a complex organisation.
- Demonstrated understanding of web-based UX and UI principles, including accessible page design, navigation, user journeys and CMS-driven interfaces
- Proven experience maintaining and updating multiple websites, including website pages, landing pages, campaign content and digital assets.
- Strong CMS experience, with the ability to build, edit, troubleshoot and maintain web content and page structures.
- Demonstrated understanding of website user experience, accessibility, technical SEO and digital content best practice.
- Experience supporting digital campaign delivery, including landing pages, forms, tracking, tagging and analytics implementation.
- Experience managing or administering a digital asset management platform, brand hub, content library or similar digital system.
- Strong understanding of digital governance, including content accuracy, version control, permissions, accessibility and quality assurance.
- Demonstrated ability to work with a range of stakeholders to understand requirements and deliver practical digital solutions.
- Experience working with marketing, communications, fundraising, retail, eCommerce or service-based teams is preferred but not essential.
- Basic understanding of analytics tools, tagging, pixels or reporting platforms is preferred.
- Experience with eCommerce platforms, web development tools, HTML/CSS or front-end development is preferred.
- Ability to create or adapt simple digital assets for web use within established brand standards and templates.
- Experience in broader graphic design or creative production may be beneficial but is not an essential requirement of the role.

Personal Qualities:

- Strong attention to detail and a commitment to high-quality digital delivery.
- Well-developed organisational skills with the ability to manage multiple requests, priorities and deadlines.
- Practical and solutions-focused, with the ability to troubleshoot issues and recommend improvements.
- Strong interpersonal and communication skills, with the ability to work effectively with technical and non-technical stakeholders.
- Collaborative and service-oriented, with a willingness to support teams across a broad range of digital needs.
- Comfortable working autonomously and as part of a team.
- Curious and improvement-focused, with an interest in digital trends, accessibility, user experience and marketing technology.
- Sense of ownership and responsibility for decision-making, with the ability to identify and resolve problems.
- A commitment to maintaining and supporting child safety, equity, inclusion and cultural safety.
- Understanding of and empathy with the values and ideals of the Brotherhood of St. Laurence.

Qualifications/Other:

- Relevant tertiary qualification in digital media, web development, marketing, communications, information technology, design, UX or a related discipline is preferred.
- Equivalent relevant experience will also be considered.
- Experience with content management systems, digital asset management platforms, analytics tools and web publishing platforms is highly desirable.

Mandatory Employment Criteria

- Specific work requirements include work-based travel and attendance at a variety of different work locations
- There may be a requirement to work outside of office hours from time to time.
- Proof of eligibility to work in Australia is required
- A satisfactory Police Check is required. BSL will support successful candidates in this process

The description of the position is a guide to the duties of the professional activities needed to undertake the position successfully. A review of the position description may occur, and it may be amended from time to time as organisational needs change. Changes to the position description will be consistent with the purpose for which the position was established.