



Position title	Digital and Content Officer
Position number	PN929
Classification	APS5
Location	Various locations as follows: Townsville, QLD; Cairns, QLD; Canberra, ACT.
Salary	APS5 \$88,833 - \$96,829 PA (NB employees ordinarily start on the base salary and then advance to the top pay point over time as per the Enterprise Agreement)
Employment type	Ongoing/Non-ongoing; Full-time
Security level	Baseline
Section	Communications
Branch	Strategic Policy and Partnerships
Contact officer	Braden Smith, Digital Manager, Ph. 0433 401 907

The Organisation

The Great Barrier Reef is a World Heritage listed tropical marine ecosystem of 3000 individual coral reefs, deep shoals, seagrasses and mangrove systems that support many thousands of marine species. Bigger than Italy, it stretches 2300 kilometres along Australia's Queensland coast. It is the Sea Country home for about 70 Traditional Owner groups whose connections with the Reef go back more than 60,000 years. The Reef inspires awe in two million tourists every year, supports approximately 64,000 jobs and contributes over \$6 billion a year to the Australian tourism economy.

The Great Barrier Reef Marine Park Authority (the Reef Authority) is a Commonwealth non-corporate entity, and a statutory agency established by the Great Barrier Reef Marine Park Act 1975 (Marine Park Act), reporting to the Minister for the Environment and Water. Our objective is the long-term protection, ecologically sustainable use, understanding and enjoyment of the Great Barrier Reef for all Australians and the international community through the care and development of the Marine Park.

The Position

We are seeking an experienced, dynamic and adaptable digital professional to join our small team at the Great Barrier Reef Marine Park Authority, Australia's lead management agency for the Reef.

Working as part of the broader Communication section, you will provide strategic input into the Reef Authority's digital and marketing plan, processes and reporting to ensure our digital channels remain user-focused, accessible, on-brand and continue to position the Reef Authority as the authoritative voice for the Reef.

In this position, you will play a key role in managing and enhancing the Reef Authority's digital presence, with a strong focus on website management, GovCMS administration, graphic and multimedia design, user experience (UX), digital optimisation and emerging technologies.

You will contribute to the development of audience-focused content and graphics across our website, social media and other digital channels, while identifying opportunities to improve accessibility, discoverability, search performance and user engagement.

You will support the ongoing enhancement of the Reef Authority's website through content management, web design, search engine optimisation (SEO), analytics and digital best practice. You will also contribute to the evaluation and implementation of AI-enabled tools and emerging technologies that improve content development, operational efficiency and user experience.

You'll know your way around content management systems, website analytics, design software, social media platforms and scheduling tools, and be able to apply your skills in digital content, graphic and multimedia design, copywriting and digital optimisation to maximise audience reach, improve user experience and deliver measurable outcomes.

The position also supports the team in providing digital advice, creative assets and communication products to internal and external stakeholders, and contributes to projects that support the broader communications strategy across the organisation.

Where the role fits

The Strategic Policy and Partnerships Branch synthesises knowledge and innovates to inform adaptive management and influence decision makers. The branch develops and implements key strategies and policies, undertakes strategic and tactical communications, connects internationally and delivers targeted education and engagement to support reef resilience. The branch is responsible for the Authority's strategic governance arrangements through the Marine Park Authority (MPA) Board and develops strong internal and external partnerships to deliver outcomes that support the Authority's corporate priorities.

The communications section is a specialist team of qualified, experienced and creative communication professionals who provide strategic communication and marketing planning and expertise, media and issues management, and online channel management. Our key role is to ensure a consistent, coherent and professional approach to communication, both within the Authority and externally with our partners, key stakeholders, Reef visitors and the general public. Our section works to promote the Authority's role, the Reef's values, and efforts to protect this World Heritage natural wonder.

The Person

The suitable candidate will be agile and adaptive in the way they work, open to change and willing to explore innovative ways of working. When you work for us, you understand that leadership exists at all levels, and you display this at all times. You work collaboratively to deliver results and display the personal drive and integrity expected of an Australian Public Service (APS) employee.

- ✓ You are an experienced digital communications professional with demonstrated experience managing websites, digital platforms and online communication channels using contemporary digital principles and best practice.
- ✓ You have experience administering content management systems (preferably GovCMS or Drupal), improving user experience, applying SEO principles and using analytics to inform digital improvements.
- ✓ You have strong graphic design, multimedia production, content design and copywriting skills, with the ability to create engaging digital assets, publications and communication products for websites, social media and other digital channels and print media.
- ✓ You are interested in emerging digital technologies, including AI-enabled tools, and can identify opportunities to improve digital services, workflows and user experience.
- ✓ You're focused, productive and know how to identify priorities, manage competing requests and deliver high-quality work within deadlines.
- ✓ You keep up to date with emerging digital trends, website technologies, accessibility standards and online communication practices.
- ✓ You work collaboratively across the organisation, with stakeholders and external suppliers to deliver high-quality digital outcomes.

First Nations People are strongly encouraged to apply for this role.

Duties

1. Contribute to the Reef Authority's digital and marketing initiatives by providing strategic and practical advice, identifying opportunities to improve our digital channels, and delivering audience-focused digital experiences through contemporary website, content and marketing practices.
2. Manage, maintain and enhance the Reef Authority's corporate website through GovCMS, including content publishing, website optimisation, user experience improvements, SEO, accessibility, information architecture and content governance.
3. Support the evaluation and implementation of AI-enabled tools and emerging digital technologies to improve digital services and audience experience.
4. Develop engaging and accessible digital content across websites, social media and other communication channels, including written content, graphic and multimedia design, infographics, digital assets and publication design where appropriate.
5. Support the planning, design and delivery of digital communication campaigns that align with organisational priorities.
6. Contribute to the coordination and management of social media platforms, including moderation, handling comments and messages, monitoring performance, and engaging with key stakeholder channels to increase awareness and support organisational objectives.
7. Contribute to the ongoing enhancement of the Reef Authority's digital channels by monitoring analytics, identifying optimisation opportunities, maintaining website quality, and supporting the Digital Manager with digital strategy, reporting, website governance and continuous improvement.
8. As part of the team, participate in section functions including media relations, media clips, after-hours on-call roster and media liaison.

As an APS employee you may be reassigned to a different set of duties at the same classification level at the discretion of the agency head (CEO), taking account of operational requirements in the agency.

Core Accountabilities

As an employee of the Reef Authority, you will have the following core accountabilities where:

1. You will take responsibility to ensure that you are fit for duty, taking reasonable care for your own health and safety and that your acts or omissions do not adversely affect the health and safety of others in the workplace. You will contribute to the effective implementation of the Reef Authority's work health and safety (WHS) Policy and Manual and comply with the WHS Codes of Practice and legislation.
2. You will uphold the APS Code of Conduct, the APS Values and the APS Employment Principles, comply with relevant legislation, and observe the policies and procedures of the Reef Authority as in force from time to time.
3. You will model and uphold the Reef Authority's behaviours that will deliver our ideal culture:

We are **ONE GBRMPA**

We are an inclusive community of diverse individuals, working collaboratively with trust and respect to achieve the Authority's shared purpose.

We are **PROFESSIONAL**

We are committed, professional public servants who are accountable and transparent, always acting in the best interests of the Authority.

We **DELIVER**

We deliver meaningful and measurable outcomes by setting clear and achievable goals, managing risk effectively & accepting shared responsibility for results.

We **STRIVE** for
EXCELLENCE

We bring our experience, skills and knowledge to everything we do and are committed to professional growth.

Eligibility requirements & qualifications

Applicants **must**:

1. be an Australian citizen at time of applying for position.
2. be able to obtain and maintain a Baseline security clearance, failure to do so will result in termination of employment.
3. be willing to provide identity documents and undergo an identity pre-employment check through a Document Verification Service, if you are deemed to be the successful candidate.

Essential requirements

- Demonstrated experience in creating content (graphic design, video, photo) and strong knowledge of related software applications such as Adobe Creative Suite.
- Experience in website content management systems.
- Be able to travel and participate in on-call media roster, including working weekends and outside core hours when required.

Desirable qualifications or equivalent experience

- Tertiary qualifications or equivalent experience in marketing, digital media, videography, communications, public relations.

Preparing your application

Please ensure you read the instructions carefully, noting failure to address identified requirements may lead to your application being deemed ineligible.

You will be required to prepare a response document ("pitch") in MSWord or PDF format using standard margins and size 11 Arial font.

Please prepare a 'pitch', which does not exceed **two** pages, in relation to the advertised role, outlining:

1. how your experience, abilities, knowledge and personal qualities would enable you to perform the duties and meet the technical and behavioural capabilities of the role.
2. any specific examples or achievements that demonstrate your ability to perform the role.
3. how you meet the eligibility requirements and qualifications for the position.

When you include an example, you should explain:

- ✓ your personal role in the task.
- ✓ the methods you used.
- ✓ any barriers you were able to overcome, and
- ✓ the outcome.

When crafting your response, we encourage you to review '**Cracking the Code**' and the relevant **Australian Public Service Work Level Standards** which can be found on the Australian Public Service Commission website: www.apsc.gov.au

Your application must include:

1. your 'pitch' (as described above).
2. proof of Australian citizenship.
3. a current curriculum vitae (resume) that includes:
 - ✓ an outline of your career history.
 - ✓ qualifications and/or formal/informal training relevant to the position.
 - ✓ contact details for at least two recent referees, one of whom should be your current supervisor.

Applicants are advised to read further information provided on the [Great Barrier Reef Marine Park Authority Careers website](#).

To apply for this position, please see the vacancy listing on [The Reef Authority's Career Portal](#).

PLEASE NOTE: - The panel may not consider additional information such as a cover letter or content exceeding the page limit.

Position description approved by:

Alicia Balanzategui

AD – Workforce Planning, Capability and Recruitment

19/08/2026