Australian Government
Productivity Commission

Position Description (PD)	
Role	Web Publisher
Branch	Strategic Communications & Engagement
Team	Content and Design
Level	Broadband Staff Level 2 (APS Level 5 and 6)
Location	Melbourne; Canberra –hybrid working arrangements available via agreement
Purpose Statement	*The Strategic Communications & Engagement Group ensures the Productivity Commission's (the PC) voice is clear and consistent and communication and engagement with internal and external stakeholders activities are targeted, and strategic and impactful* *Our overall goal is to protect and promote the PC as a leader in independent research and analysis on social, economic and environmental issues that impact Australians.*
Role context	**About the Team** The Strategic Communications and Engagement Branch is responsible for providing strategic direction and professional advice on a range of communication activities, including media liaison, communication strategies and campaigns, social media, advertising, speech writing, internal communication, engagement and event management, publications, graphic design and digital production. The branch works with both internal and external stakeholders to: • achieve the corporate goals of the Productivity Commission • enhance the Productivity Commission reputation and position the agency as a leader in providing independent research and advice to Government on economic, social and environmental issues affecting the welfare of Australians. • develop and implement strategies and procedures to ensure best practice for external and internal communication, social media and media activities. **About the role** The Web Publisher role requires application of a broad variety of web content management skills to ensure information is easily available and accessible. The web team works closely with project teams on the communication strategies, publication, and release arrangements (including for media engagement and speaking events) for our reports, as well as maintaining the Commission's website.
Reports to	Assistant Director, Web Content

Direct reports	Nil
Contact Officer	Heather Thornton, heather.thornton@pc.gov.au
Responsibilities	Key responsibilities include: • Prepare, update, publish and maintain website content in accordance with accepted Australian Government website standards and practices (e.g. W3C Accessibility Guidelines, Writing for Web) using the website Content Management System, XHTML/CSS and other content editing tools (e.g. Acrobat and Photoshop) to meet the Commission's business needs. • Collaborate with team members to maintain and enhance consistent web writing style, design elements, accessibility techniques, governance frameworks, SEO and usability. • Consult with Commission staff regarding production and release of publications and other website content including public submissions. • Prepare Word and PDF documents for website including reports and public submissions. • Support the implementation of new web page layouts, design and functionality, including seeking and incorporate feedback from Commission staff when developing significant new aspects of the website. • Consult, educate, advise and assist stakeholders with any web-related and user interface enquiries. Advise on potential changes to website design, content management methods and technologies. • Manage CMS user accounts and permissions, and advise and assist web authors in using the distributed author interface. • Manage external stakeholder access to embargoed material through account user permissions and GovTeams restricted sites. • Ability to provide monthly website summary, yearly statistics and other reports as required using Google Analytics. • Maintain website policies, publishing procedures and detailed instructional documentation.
Selection Criteria	**Professional expertise:** • Demonstrated experience in updating and maintaining web pages to meet user requirements and in accordance with accepted Australian Government website standards and practices including W3C WCAG Web Content Accessibility Guidelines. • Demonstrated experience in Content Management Systems with proficiency in Drupal 9/10/11and other web content editing tools such as Acrobat Pro and Photoshop. • Strong attention to detail and ability to produce logical, accurate and consistently presented outputs. • Academic qualifications in a relevant discipline, or equivalent work experience in a similar role.

- Capacity to work both independently and as part of a team of both web and non-web experts.

Effective Engagement:

- The ability to build and maintain constructive working relationships – sharing information, collaborating, and consulting with others, interacting confidently and credibly with colleagues and key stakeholders.
- The ability to communicate clearly and influentially – communication (both written and oral) is clear, succinct, contains accurate information and uses suitable language and tone for the audience.

Personal Productivity and Growth:

- Leading by example, to contribute to a culturally safe work environment, and one of collaboration, inclusion, innovation, and continuous improvement.
- Ability to independently and proactively plan, managing work ensuring delivery on agreed outcomes.
- Monitors and evaluates work progress. Identifies issues that could affect achievement of outcomes. Works to identify and implement solutions/ improvements.
- Maintain a focus on self-development, by actively seeking and acting on feedback and taking opportunities to expand knowledge and skills.
- Displays initiative and resilience and responds in a positive and flexible manner to change and/or uncertainty.