



POSITION DESCRIPTION

Position Title:	Web and Digital Channels Manager
Cluster / Business Unit / Division	Chief Operating Officer Group
Section or Unit:	Corporate Affairs
Classification:	Band 6
Position Description Number:	PD-1976
Work Contract Type:	Professional

POSITION PURPOSE

The Web and Digital Channels Manager will provide leadership in the development of an effective multi-channel strategy to identify, organise, structure, promote and maintain engagement of ANSTO's different online audiences through its different websites and various social media channels. The key objective is to cultivate engagement with the ANSTO brand through online audiences and manage ANSTO's digital channels.

ORGANISATIONAL ENVIRONMENT

ANSTO leverages great science to deliver big outcomes. We partner with scientists and engineers and apply new technologies to provide real-world benefits. Our work improves human health, saves lives, builds our industries and protects the environment. ANSTO is the home of Australia's most significant landmark and national infrastructure for research. Thousands of scientists from industry and academia benefit from gaining access to state-of-the-art instruments every year.

The ANSTO Corporate Affairs team sits within the Chief Operating Officer Group (COOG) and plays a key role in maintaining and building ANSTO's brand reputation amongst external and internal stakeholders. With low awareness of the benefits of nuclear science and technology, the group seeks to broaden the audience reach. There is a key focus on engaging the broader community, support the engagement of key government stakeholders, our local community and Australia's youth in order to grow a more informed and engaged generation with science, technology, engineering and mathematics (STEM) and in particular on the outcomes and benefits of Nuclear Science and Technology. The group also manages internal communications for ANSTO which plays a major role in developing an employer brand and strategic connection across the organisation which influences how employees view ANSTO.

ACCOUNTABILITIES & RESPONSIBILITIES

Key Accountabilities

The key accountabilities for this position include:

- Lead the development and implementation of a dynamic strategy to identify, organise, structure, build and maintain the engagement of ANSTO's online audiences through analytics, advertising and management of ANSTO's digital channels.
- Scope product requirements and monitor their delivery to meet deadlines within ANSTO's website maintenance budget. This includes user research, business analysis, developing requirements and managing all stages of development including specifications, procurement, interface and experience design, and iteration through launch, alpha and beta phases.
- Perform thorough quality assurance testing on delivered products to ensure they meet the requirements, including assessing these against user needs, best practice and industry standards.

- Manage ongoing ANSTO website budgets, resourcing and delivery schedules relating to individual projects and outputs.
- Manage existing relationships with external vendors to ensure the success of ANSTO's online services and web platforms.
- Develop and manage new partnership and collaboration opportunities for digital initiatives.
- Maintain a sound understanding of digital trends, advancements and innovation; communicating this to the broader team, developing and leading training sessions as appropriate, and initiating new digital projects where feasible.
- Manage ANSTO's external facing online platforms including the website and a range of social media channels which will enable ANSTO to engage with a diverse range of stakeholders, build ANSTO's brand profile and deliver optimal online visitor experience.
- Manage a small social media team to develop content for various online platforms using source material developed by the ANSTO Communications and Community Relations team and other stakeholders.
- Manage, track and report web analytics, including social media campaigns
- Review and approve content contributions provided by others and ensure it is consistent with ANSTO communications priorities. Review existing web content and identify areas for improvement, delegate content improvements and opportunities to Junior staff
- Ensure enquires are promptly responded to and catalogued through the various online channels
- Ensure ANSTO's social media and other related policies, procedures and processes are current and meeting ANSTO's needs
- Maintaining ongoing communication and consultation with stakeholders, provide reports on activities and progress, follow through on requests within agreed timeframe and establish strong working relationships.
- Undertake additional duties as required and during periods of leave of other staff.

Decision Making

The Web and Digital Channels Manager reports to the Senior Manager Digital Comms Sponsorships, and has a key role in the team. The position leads and collaborates across the organisation to provide broad guidance, advice, exchange information and deliver on cross-organisational objectives in a digital context. The position is responsible for decisions in relation to the enhancement and management of ANSTO's external digital channels, including websites, social media channels and other digital marketing platforms.

This position works within a framework of legislation, policies, professional standards and resource parameters. Within this framework the position has some independence in determining how to achieve objectives of the unit, including deciding on methods and approaches, operations, project planning and allocation of resources. The ANSTO values, organisational corporate plan, business plan, operational excellence program, the Transformation and Engagement strategy and Communications objectives provide the context for the position.

The position is accountable for the accuracy, integrity and quality of content published on the website. This position is accountable for ensuring content published online adheres WCAG 2.0 accessibility standards, as required by federal government agencies. The Web and Digital Channels Manager determines key work priorities within the context of agreed communication strategies set by the General Manager and works closely with the Senior Manager Digital Comms Sponsorships on complex, sensitive and major media issues.

The levels of authority delegated to this position are those approved and issued by the Chief Executive Officer. All delegations will be in line with the ANSTO Delegation Manual AS-1682 (as amended or replaced).

Key Challenges

The major challenges for this position include:

- Having a flexible approach to work, ability to review and reorganise work plans and activities to manage conflicting priorities and ensure operational needs are met
- Engage and understand the needs of internal stakeholders across ANSTO to ensure support for a cohesive whole-of-organisation approach in the online environment
- Understanding the needs of ANTSO's external audience interests and drivers for increased engagement in collaboration with the social media coordinator
- Working with stakeholders on different campuses and meeting their requirements and objectives.
- Personal responsibility for own learning and development, keeping abreast of developments and undertaking appropriate training and personal development programs to enhance knowledge and skills
- Quickly acquiring knowledge of ANSTO activities and team's capabilities on an ongoing basis.

KEY RELATIONSHIPS

Who	Purpose
Internal	
Manager/Executive	<ul style="list-style-type: none"> • Receive guidance and direction • Provide expert, authoritative and evidence based advice • Negotiate and report on budgets and resources consistent with strategic plans and goals • Recommend and gain endorsement for new digital projects that enhance ANSTO's user experience online
Work area team members	<ul style="list-style-type: none"> • Supervise and provide guidance to junior project staff as required. • Manage and support Junior staff on best practice in content strategy, CMS management, copywriting and multimedia production in line with ANSTO's communication objectives.
Direct Reports	<ul style="list-style-type: none"> • Provide leadership, guidance and support to the Social Media Coordinator and broader communications team • Set performance requirements and manage performance and development of the Social Media Coordinator • Engage to monitor trends, performance and progress against the strategic plan and evaluate further support which may be required to ensure delivery against the plan
Internal ANSTO clients	<ul style="list-style-type: none"> • Support internal stakeholders in the development of online content for a range of audience groups. Develop ANSTO's online profile and optimise external touch-points, in partnership with vendors and when necessary ANSTO IT.
IT	<ul style="list-style-type: none"> • Work with the IT Team who are responsible for maintaining the functionality of microsites and external applications including basic usability such as search functions, hyperlinks, relevant and updated imagery. Troubleshoot basic user CMS functionality issues.
External	
Digital suppliers, scientific and medical communities	<ul style="list-style-type: none"> • Own and manage all third party relationships and contracts with relevant digital suppliers for ANSTO's website and additional applications, including the design and user acceptance testing of newly built features

POSITION DIMENSIONS

Staff Data	
Reporting Line	Reports to the Senior Manager Digital Comms Sponsorships
Direct Reports	1 x Social Media Coordinator
Indirect Reports	1 x Applications group

Special / Physical Requirements	
Location:	Lucas Heights Working in different areas of designated site/campus as needed
Travel:	May be required travel to ANSTO sites from time to time
Physical:	Office based physical requirements (sitting, standing, minimal manual handling, movement around office and site, extended hours working at computer)
Hours:	Willingness to work extended and varied hours based on operational requirements After hours work may be required for short and infrequent periods
Clearance requirements:	Satisfy ANSTO Security and Medical clearance requirements Obtain and maintain appropriate federal government clearance

Workplace Health & Safety	
Specific role/s as specified in AG-2362 of the ANSTO WHS Management System	All Workers Other specialised roles identified within the guideline a position holder may be allocated to in the course of their duties

ORGANISATIONAL CHART

To be confirmed

KNOWLEDGE, SKILLS AND EXPERIENCE

1. Degree in Communications, Media, Marketing or a related discipline (or equivalent experience)
2. At least five years experience developing or editing content, preferably for a medium or large organisation
3. Demonstrated leadership skills, with emphasis on motivating, coaching and mentoring staff
4. Proven experience managing a social media team and communities for a large organisation, including campaign optimisation and digital strategy development
5. Experience managing digital projects with an agile methodology using JIRA
6. Strong and demonstrated understanding of web publishing principles and techniques; understanding of web accessibility and user experience standards both development and maintenance
7. Strong editing experience in Drupal, UCM, Wordpress, SharePoint or similar systems and strong skills to keep on top of a busy web publishing schedule
8. Excellent interpersonal/relationship building skills to assist with content sourcing and identifying new opportunities for website content
9. Strong knowledge of WCAG 2.0 AA accessibility standards
10. Strong level HTML/CSS, JavaScript, PHP knowledge

VERIFICATION

This section verifies that the line manager and appropriate senior manager/executive confirm that this is a true and accurate reflection of the position.

Line Manager		Delegated Authority	
Name:	Melissah Picca	Name:	Alan Brindell
Title:	Senior Manager Digital Comms Sponsorships	Title:	Director Corporate Affairs
Signature:		Signature:	
Date:		Date:	