

POSITION DESCRIPTION

Position Title:	Senior Advisor – Digital Communications (Website)
Business Unit/Department:	Public Affairs
Division:	Public Affairs & Stakeholder Relations
Award/Agreement:	Health & Allied Services, Managers & Administrative Workers (Victorian Public Sector) (Single Interest Employers) Enterprise Agreement
Classification:	Grade 5 – Level 1 to Level 5 (HS5 to HS33)
Reports To:	Manager – Digital Communications
Direct Reports:	N/A
Date Prepared/Updated:	31 July 2026

Position Purpose
Lead the day-to-day oversight, governance and continuous improvement of Western Health’s corporate website, ensuring it is accessible, user-centred and aligned to organisational priorities. This role requires strong stakeholder engagement across a complex organisation to drive high-quality content and platform enhancements that improve user experience and support service access.
Business Unit Overview
The Public Affairs Unit delivers innovative, collaborative and inclusive communication that enhances Western Health’s reputation as a leading provider of healthcare; we empower our communities with the information, services, and support they need to achieve better health outcomes. Responsibilities of the Public Affairs team include: • Strategic communications • Corporate communications, including internal communication and engagement • Media training, media releases and proactive and reactive advice • Issues management • Event management • Video production • Digital communications, including websites and intranet • Graphic design • Management of government and ministerial visits, state and federal, including adherence to the protocols around these visits • Communication and engagement planning for major projects and initiatives across Western Health

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Key Responsibilities
Platform oversight and governance: • Lead day-to-day website operations, including publishing workflows, and information architecture to ensure the site is well-structured, intuitive, and easy to navigate. • Maintain and strengthen website governance, ensuring content aligns with organisational standards, including Plain English, style guidelines, and accessibility (WCAG). Content, design, and optimisation: • Manage end-to-end publishing workflows, ensuring all content meets quality, accessibility, and usability standards. • Partner with stakeholders to shape, refine, and uplift content, promoting a digital-first and user-centred approach. • Optimise site structure, navigation, and search to improve findability and overall user experience. • Apply user experience (UX) and information architecture best practice to continuously improve content design and presentation. Delivery and vendor management: • Lead website enhancements from requirements through to delivery, including scoping, supplier briefing, testing, and deployment. • Liaise with external vendors to ensure high-quality, timely delivery of digital outcomes aligned to organisational priorities. • Contribute to the website roadmap, identifying and progressing opportunities to improve performance and user outcomes. Analytics and continuous improvement: • Use insights from Google Analytics 4, search data, and user feedback to monitor performance and inform decision-making. • Identify and implement continuous improvement initiatives to enhance user experience, accessibility, and content effectiveness. Stakeholder engagement: • Build and maintain strong working relationships across Public Affairs, clinical, executive, operational, digital and technology teams. • Provide clear, evidence-based advice on website content, accessibility, and digital best practice. • Work collaboratively with stakeholders to deliver priority initiatives and support organisational communications and service delivery goals. In addition to the key responsibilities specific to your role, you are required to deliver on the Key Organisational Accountabilities which are aligned with the Western Health strategic aims.
Key Working Relationships
Internal: • Executive Director People, Culture and Communications • Director Corporate Communications and Stakeholder Engagement • Manager, Digital Communications • Public Affairs team • Digital Technology Services • Divisional Directors • Senior Leadership Team • Clinical subject matter experts External: • Suppliers • Digital vendors • Consumer Advisors

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Selection Criteria
Essential: • Demonstrated experience managing and optimising large, complex government websites • Demonstrated initiative in identifying problems, improving processes, and driving continuous improvement of a digital platform or service. • Strong understanding of content design, plain English and accessibility (WCAG). • Experience managing digital delivery, including working with external vendors and coordinating development tasks. • Ability to analyse data and translate insights into actionable improvements. • Strong stakeholder engagement and communication skills, with the ability to build relationships, influence decisions, and advise senior audiences across a complex organisation. • Excellent written and verbal communication skills, with a high attention to detail • Well-developed and successfully deployed project planning and project management skills. Desirable: • Experience working in a health care or government setting. • Experience with Drupal CMS
Additional Requirements
All employees are required to: • Obtain a police/criminal history check prior to employment • Obtain a working with children check prior to employment (if requested) • Obtain an Immunisation Health Clearance prior to employment • Report to management any criminal charges or convictions you receive during the course of your employment • Comply with relevant Western Health clinical and administrative policies and guidelines. • Comply with and accept responsibility for ensuring the implementation of health and safety policies and procedures • Fully co-operate with Western Health in any action it considers necessary to maintain a working environment, which is safe, and without risk to health • Protect confidential information from unauthorised disclosure and not use, disclose or copy confidential information except for the purpose of and to the extent necessary to perform your employment duties at Western Health • Safeguard children and young people in our care, by ensuring that your interactions are positive and safe, and report any suspicions or concerns of abuse by any person internal or external to Western Health • Be aware of and comply with relevant legislation: Public Administration Act 2004, Victorian Charter of Human Rights and Responsibilities Act 2006, the Victorian Occupational Health and Safety Act 2004, the Victorian Occupational Health and Safety Regulations 2017 (OHS Regulations 2017), Fair Work Act 2009 (as amended), Occupational Health and Safety (Psychological Health) Regulations 2025, the Privacy Act 1988 and responsibilities under s141 Health Services Act with regard to the sharing of health information, the Family Violence and Child Information Sharing Schemes, Part 5A of the Family Violence Protection Act 2008 and Part 6A of the Child Wellbeing and Safety Act 2005, Safe Patient Care Act 2015, Mental Health & Wellbeing Act 2022 • Be aware of and comply with the Code of Conduct for Victorian Public Sector Employees and other Western Health employment guidelines
General Information
• Redeployment to other services or sites within Western Health may be required • Employment terms and conditions are provided according to relevant award/agreement • Western Health is an equal opportunity employer and is committed to providing for its employees a work environment which is free of harassment or discrimination. The organisation promotes diversity and awareness in the workplace • Western Health is committed to Gender Equity

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- Western Health provides support to all personnel experiencing family and domestic violence
- This position description is intended to describe the general nature and level of work that is to be performed by the person appointed to the role. It is not intended to be an exhaustive list of all responsibilities, duties and skills required. Western Health reserves the right to modify position descriptions as required. Employees will be consulted when this occurs
- Western Health is a smoke free environment

I confirm I have read the Position Description, understand its content and agree to work in accordance with the requirements of the position.

Employee's Name: _____

Employee's Signature: _____ Date: _____

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