

Website Communication Specialist

Position Website Communication Specialist
Band Band 5, HPV Enterprise Agreement 2018

Position Summary

Reporting to the Communication Manager, the Website Communication Specialist provides strategic website development advice and is responsible for ensuring an optimal customer and user experience for the Health Purchasing Victoria (HPV) website in line with the HPV Communication Strategy.

The HPV website provides a key interface for our stakeholders including public health services and suppliers to access information and services to support Victoria's health procurement.

The Website Communication Specialist undertakes activities to enhance HPV's website architecture, structure and content, and mitigate issues as required or directed. This role acts as a liaison with internal and external stakeholders to improve HPV's website functionality and outcomes.

This role is part of the Communication team and works closely with the People and Culture and Data and Systems divisions and other teams and divisions as required, and plays a pivotal role in the development, user training and administration of an optimal HPV website. The role works with website developers and external providers to provide strategic advice on the customer/user experience and support website architecture and content development, including business-as-usual and project-based website functionality as required.

The Website Communication Specialist assists in measuring and evaluating the effectiveness of HPV website communication strategies and plans, and supports activities to improve HPV's website communication capability and outcomes in line with the HPV Communication Strategy.

Specific Duties and Responsibilities

Website management

- Support the Communication Manager to implement website-based activities outlined in HPV's Communication Strategy in order to achieve stated goals and/or as directed.
- Prepare and manage strategic website and intranet content and support improvements to channels and processes as required or directed.
- Assist where required in coordinating changes and releases that will be performed by technical teams in line with HPV policies and procedures. These may include platform system updates, enhancements and patches.
- Build positive and productive working relationships with internal stakeholders and external providers to facilitate effective website communication outcomes and promote improvements.
- Assist in evaluating the key metrics of HPV's communication and marketing activities.

Website content

- Assess and apply optimal customer/user experience principles to improve the website style, layout and usability, including innovative approaches.
- Release and maintain website portal content from different sources and content providers.
- Maintain auditable approval and publishing of website content workflows according to predefined policies and procedures.
- Assess and apply optimal customer/user experience principles to ensure compliance with required accessibility compliance in line with HPV Accessibility Action Plan.

POSITION DESCRIPTION

Communications and marketing

- Develop and implement detailed web-focused plans in support of HPV projects, business strategies and in response to communication issues as directed by the Communication Manager.
- Build positive and productive working relationships with internal stakeholders (and external where applicable) to facilitate effective communication outcomes and promote improvements in HPV's communication capability.
- Ensure that HPV communication protocols, styles and content are applied in the website environment and are fit for purpose.
- Assist in evaluating the key metrics of HPV's web-based communication and marketing activities.

Administration

- Contribute to the development and set up of the website from a technical perspective, in liaison with the Communication team, Data and Systems and People and Culture divisions.
- Critically evaluate the success of website solutions making ongoing recommendations for improvement through evaluation forms and other feedback mechanisms as required.
- Translate complex user requirements into simple and integrated deliverables to meet organisational, divisional and individual needs.

1. Website manuals and documentation

- Develop and manage documentation on authoring and editing content on the website.
- Create user manuals for HPV end users on how to effectively use the website.
- Manage the website backend file library as required to meet the needs of programs delivered via the website.
- Review and advise on website-related procedures and policies and update as required, and assist in development of supporting communication tools as required.

2. Stakeholder engagement

- Work closely with internal stakeholders to ensure that the website meets the diverse needs across HPV and its stakeholders and that content is delivered in a user-friendly manner.
- Participate in and coordinate requirements input at specification development meetings or via online collaboration, ensuring that expectations are captured and understood, and key deliverables agreed.
- Liaise with internal and external stakeholders to develop and maintain documentation including guidelines, procedures, tools and templates.
- Assist with other tasks or responsibilities as required.

Administration tasks

- Review and advise on website communication-related procedures and policies and update as required, and establish and maintain supporting website communication tools as required.
- Work effectively with external contractors and suppliers as required or directed.
- Ensure adherence to corporate style guidelines and other guidelines, where relevant to the HPV website. Advise and coach HPV personnel in key communication tools and styles/techniques where required.

Management

- Contribute to the People and Culture division and broader HPV team through participation in formal meetings and other activities as required
- Perform senior management responsibilities as required
- Comply with relevant financial and non-financial authorities outlined in the Delegations of Authority instrument.
- Support and develop open and transparent lines of communication with Executive Leadership Team (ELT) and Senior Leadership Team (SLT) members including by participating in individual and divisional meetings, and by email and other regular interpersonal communication.

POSITION DESCRIPTION

- Identify relevant opportunities and make recommendations for HPV to improve its processes, workplace health and safety, and quality and service delivery outcomes.
- Assist People and Culture to recruit, interview, select, and hire new employees where relevant and support new employee on-boarding, induction and development planning as required.
- Undertake other tasks or responsibilities as agreed with the Communication Manager from time to time.

Leadership

- Foster a workplace culture that is consistent with HPV's organisational culture emphasising organisational values.
- Maintain strong lines of communication, both formal and informal, with SLT, ELT and key HPV stakeholders to ensure the smooth operation of the organisation.
- Support organisational change and growth as requested to assist HPV in fulfilling its legislative functions in line with its Corporate Strategy.

HPV Values and cross-functional collaboration

- Establish and maintain strong working relationships with key individuals and groups across HPV's stakeholder organisations, both internal and external, and develop and apply appropriate engagement and consultation strategies in line with HPV's values.
- Represent HPV in appropriate forums to strengthen relationships and improve mutual understanding.
- Place a priority on effectively working with stakeholders from other divisions within the organisation for mutual benefit by seeking and incorporating feedback that will benefit organisational objectives.
- Value the contribution of our internal and external stakeholders and contribute beyond our own tasks to achieve organisational goals and demonstrate this in goal setting.
- Uphold HPV values:
 - We are customer-focused; we focus on customer and patient outcomes
 - We keep it simple; we strive for efficient and effective ways to achieve our goals
 - We are collaborative; we work as a team toward common goals
 - We take responsibility; we challenge the status quo. We are responsible for our behaviours, actions and results
 - We inspire confidence; we do the right thing. We are open, honest and trustworthy

Data security

- Comply with HPV data management policies and procedures, and report breaches and/or vulnerabilities to a manager or the IT Operations team.

Qualifications and Experience

Academic

- An appropriate tertiary qualification and/or proven experience working in a technical environment and administering a website content management or similar online system.

Demonstrated experience

- Proven experience in implementing digital communication strategies and supporting processes, including website evaluation and improvement as well as implementing using customer experience design principles.
- Proven experience in managing website or intranet environments using a range of content management systems. Experience in using SilverStripe CMS is desirable.
- Proven experience in implementing accessibility principles to website or intranet environments and understanding of Web Content Accessibility Guidelines (WCAG) 2.0.
- Proven experience in working to deadlines and managing tight and/or conflicting timeframes.

POSITION DESCRIPTION

- Experience developing supporting documentation such as user guides and manuals, technical specifications and other materials.
- Excellent written communication skills, with ability to effectively translate ideas, concepts and information into high-quality and easily accessible online content.
- Computer literacy in relevant software including the Microsoft Office suite.
- Experience with process modelling concepts, including tools such as MS Visio – desirable.
- Effective presentation skills with ability to adapt information to different stakeholders and present information in an engaging manner.
- Experience working in a corporate environment, preferably in government or healthcare.
- Knowledge of public sector management processes is desirable.

Personal

- Outstanding written and verbal presentation skills.
- Excellent time management skills, flexibility and the ability to work well under pressure.
- Strong stakeholder communication skills including the ability to work effectively with colleagues and engage and influence stakeholders.
- Ability to take direction and work unsupervised and with initiative to proactively identify and implement improvements.
- Excellent attention to detail and a focus on excellence and professionalism.
- Ability to demonstrate professional initiative and exercise sound judgement.
- Ability to manage multiple projects within set deadlines to a high standard.
- Enthusiasm, energy, inquisitiveness, and innovative thinking.
- Ability to uphold ethical standards and values, and to act with integrity and confidentiality.
- Must be available to travel if required.