Position Description

Position title:	**Digital Content Lead**
Department:	**Communications**
Classification:	**Admin Officer Grade 5 Level 1 – 5 (A051-A055)**
Agreement:	**Victorian Public Health Sector (Health and Allied Services, Managers & Administrative Officers) Single Interest Enterprise Agreement 2025-2027**
Report to:	**External Communications Manager**

About us

Located in Melbourne on the traditional lands of the Wurundjeri people of the Kulin Nation, the Royal Women's Hospital is Australia's first and leading specialist hospital for women and newborns. We offer expertise in maternity services, neonatal care, gynaecology, assisted reproduction, women's health and cancer services. We advocate for women's health in areas that have long been overlooked or stigmatised, including abortion, endometriosis, family violence, female genital mutilation, menopause, women's mental health, sexual assault and substance use in pregnancy.

Our vision, values and declaration

The Women's vision, values and declaration reflect our promise to our patients and consumers, and articulate our culture and commitment to our community and each other.

Our vision is **'Creating healthier futures for women and babies'**. Our values are:



The Women's declaration reflects the principles and philosophies fundamental to our hospital, our people and our culture.

- **We are committed to the social model of health**
- **We care for women from all walks of life**
- **We recognise that sex and gender affect health and healthcare**
- **We are a voice for women's health**
- **We seek to achieve health equity**

Our commitment to inclusion

The Women's is committed to creating and maintaining a diverse and inclusive environment which enhances staff and consumer wellbeing, and nurtures a sense of belonging. We strongly encourage anyone identifying as Aboriginal and/or Torres Strait Islander to join us. We offer a range of programs and services to support First Nations employees. We invite people with

disability to work with us, and we welcome anyone who identifies as linguistically, culturally and/or gender diverse, people from the LGBTQIA+ community and people of any age.

About the department/unit

The Communications Department at the Women's leads the development and implementation of all communication, brand, media and marketing strategies, channels and protocols ensuring they are aligned with, and contribute effectively to, the organisation's strategic directions and business priorities. The primary purpose of the department is to protect and enhance the Women's reputation and brand, promote its achievements, engage effectively with its stakeholders, including staff, and support the organisation in achieving its goals.
The Communications team has responsibility for brand management, organisational communications, strategic communications and change, event management, media and reputation management, social media and the Women's website.

Position purpose

The role of Digital Content Lead is to enhance and broaden the positive work of the Women's through its online presence, utilising the Women's own website, social media channels and email marketing as well as third-party digital marketing platforms. Reporting to the External Communications Manager and working with the wider Communications team and stakeholders across the hospital, the Digital Content Lead develops and implements strategies to enhance positive engagement with the Women's and continually improve user experience across patient touch points. The role also leads the creation of engaging content for the Women's website, socials and other digital channels.

Responsibilities will be spread across:
Website management, governance and optimisation
Digital content creation and channel management
Communications project management and delivery
Stakeholder support, analytics, reporting and continuous improvement

Key responsibilities

Professional practice

- Manage and maintain the Women's website and work with colleagues within the team and across the hospital to develop appropriate, accurate and up-to-date content ensuring alignment with the Women's strategic and operational priorities
- Develop and implement a content management plan for the Women's website to improve the user experience, currency, content and impact of the website overall
- Work with colleagues to develop strategies and produce digital content (including videos, copywriting and images) for various channels (web, email, socials, digital screens, posters) to engage our external audiences
- Support the Women's philanthropic and donations web presence to help the hospital meet its supporter goals; and work in partnership with colleagues to support digital and other fundraising campaigns
- Develop and manage relationships with the Women's Digital Innovation team as well as external suppliers, including the Women's external web developer, web server vendor and other web and digital providers, as appropriate
- Support and train colleagues to use the content management system and lead the improvement of supporting web management systems, protocols and guidelines

- Develop a regular analytics reporting framework that measures the Women's reach and engagement across digital and media channels, delivering actionable insights and performance analysis to improve organisational capability and inform the development, implementation and optimisation of effective communication and engagement strategies.
- Take responsibility for digital marketing tactics including search engine optimisation, AI optimisation, and online directory listings
- Contribute to the protection and promotion of the Women's brand and reputation
- Assist colleagues to find solutions to website, digital content and technical issues
- Ensure compliance with relevant accessibility and usability requirements, including mobile responsiveness; site architecture and style guide and to ensure all digital platforms are meeting AA accessibility standards
- Work effectively and collaboratively as a member of the communications team, provide support and advice to colleagues and help to build a team culture of collaboration, respect and innovation
- Build and apply knowledge in generative AI, including prompt engineering and the evaluation and integration of AI tools for content creation, SEO and personalisation, in line with the hospital's AI policy.
- Other duties as required.

Key Performance Indicators (KPI's)

KPI's are how you will be measured as meeting the responsibilities of the position. These will be set with you as part of your Performance Development Plan within the first six months of your appointment to the position.

Key selection criteria

Experience/qualifications

A tertiary qualification in communications, marketing or related discipline is essential.

Essential:

To be considered for this role you must address the following criteria citing relevant examples:

- Substantial experience in a digital content or communications role.
- Outstanding written and verbal communication skills with substantial experience producing engaging content for a variety of digital channels.
- Demonstrated experience working with stakeholders to deliver high quality digital projects; using analytics and insights to drive digital engagement; and improving user experience.
- Experience managing digital initiatives from development to delivery.
- Strong team approach and proven track record collaborating with stakeholders from a variety of backgrounds to achieve joint goals.
- Previous experience using and/or managing Content Management Systems, email marketing tools, analytics tools, and graphic design software and systems.

Desirable:

- Previous experience in the health or not for profit sector.
- Previous experience working on website redevelopments.

Attributes:

- Excellent communicator, with highly developed oral and written skills.
- Ability to think strategically and anticipate and mitigate potential issues.
- High degree of initiative, tact and diplomacy, with well-developed interpersonal skills.
- Resilient and composed under stress with ability to operate in high pressured situations and meet tight deadlines.
- Initiative, drive and enthusiasm with ability to bring others on board.
- Proactive, timely and flexible approach.
- Embodies the Women's values of courage, passion, discovery and respect.

Organisational relationships

Internal relationships

- Reports to the External Communications Manager.
- Works closely with the wider Communications team.
- Works closely with the Royal Women's Hospital Philanthropy and Community Investment team, Patient and Consumer Experience team, and other teams across the organisation as required.

External relationships

- External suppliers and vendors.
- Local Health Service Network and Parkville Precinct partners.

Inherent requirements

Inherent requirements are the essential tasks and activities that must be carried out in order to perform this role, including with adjustments. The Women's is committed to providing workplace adjustments that support all people to work with us. We welcome you to discuss any adjustments with the manager of this role during the recruitment process or at any time during your employment, as we acknowledge and understand circumstances can change. You can also request a copy of our workplace adjustments procedure for more information.

Physical demands	Frequency
Shift work – rotation of shifts – day, afternoon and night	Occasional
Sitting – remaining in a seated position to complete tasks	Prolonged/Constant
Standing- remaining standing without moving about to perform tasks	Rare
Walking – floor type even, vinyl, carpet,	Occasional
Lean forward/forward flexion from waist to complete tasks	Rare
Trunk twisting – turning from the waist to complete tasks	Rare
Kneeling – remaining in a kneeling position to complete tasks	Rare
Squatting/crouching – adopting these postures to complete tasks	Rare
Leg/foot movement to operate equipment	NA
Climbing stairs/ladders – ascending and descending stairs, ladders, steps	Rare
Lifting/carrying – light lifting and carrying less than 5 kilos	Occasional
– Moderate lifting and carrying 5 – 10 kilos	Rare
– Heavy lifting and carrying – 10 – 20 kilos.	NA
Push/pull of equipment/furniture – light push/pull forces less than 10 kg	Occasional
– moderate push / pull forces 10 – 20 kg	Rare
– heavy push / pull forces over 20 kg	NA
Reaching – arm fully extended forward or raised above shoulder	Occasional
Head/neck postures – holding head in a position other than neutral (facing forward)	Rare
Sequential repetitive actions in short period of time	

– Repetitive flexion and extension of hands wrists and arms	Occasional
– Gripping, holding, twisting, clasping with fingers/hands	Occasional
Driving – operating any motor-powered vehicle with a valid Victorian driver's license.	NA
Sensory demands	**Frequency**
Sight – use of sight is integral to most tasks completed each shift	
Hearing – use of hearing is an integral part of work performance	
Touch – use of touch is integral to most tasks completed each shift	
Psychosocial demands	**Frequency**
Observation skills – assessing/reviewing patients in/outpatients	
Problem solving issues associated with clinical and non-clinical care	
Working with distressed people and families	
Dealing with aggressive and uncooperative people	
Dealing with unpredictable behaviour	
Job demands – high workload, tight deadlines, and competing priorities	
Exposure to traumatic or distressing content or situations – including handling sensitive information arising from patient records, patient care activities, incident reports, adverse events, or investigations of adverse events.	
Role specific considerations Support is available for staff exposed to psychological risks. Any adjustments that may be required can be discussed with your manager.	

Definitions used to quantify frequency of tasks/demands as above	
Prolonged/constant	70 – 100 % of time in the position
Frequent	31 – 69 % of time in the position
Occasional	16 – 30% of time in the position
Rare	1 – 15% of time in the position
Not applicable	0% of time in the position

Employee awareness and responsibilities

- Employees are required to be aware of, and work in accordance with, hospital policies and procedures.
- Employees are required to identify and report incidents, potential for error and near misses, to improve knowledge systems and processes and create a safe environment for staff and patients.
- Employees agree to provide evidence of a valid employment Working with Children Check and provide complete details for the Women's to undertake a Nationally Coordinated Criminal History Check (NCCHC).
- Our vision is a future free from violence and discrimination in which healthy, respectful relationships are the norm. The Women's expects all staff to contribute to a culture that promotes and supports diversity, equity, respect and inclusion.
- The Women's provides pregnancy termination services as part of its public health responsibility to provide safe health care to women.
- We are committed to the safety, wellbeing and empowerment of all children and young people. We prioritise an environment where children are protected and heard. We commit to safeguarding the social and emotional wellbeing of First Nations children, understanding that their connection to country, culture, kin and community is critical to their safety.

Vaccination requirements

As this role does not have direct patient contact, employees are strongly encouraged (although not required) to be vaccinated against COVID-19, influenza, whooping cough (pertussis), chicken pox and MMR (measles, mumps, rubella).

Declaration

By accepting this position description electronically I confirm I have read, understood and agreed to abide by the responsibilities and accountabilities outlined.

Developed date: 23/11/2026

Developed by: Fiona Nwoke

Date of next review: (12 months from now)
