

POSITION DESCRIPTION	
Title	Digital Engagement Liaison
Super Stream	Strategic Automation & Digital Experience
Department	Digital Innovation
Classification	AO5
Agreement	Health and Allied Services, Managers and Administrative Workers Single Enterprise Agreement 2021-2025
Reports to	Lead, Consumer Engagement
Accountable to	Manager, Engagement & Change

Organisational Overview

The Royal Women's Hospital (**the Women's**), The Royal Melbourne Hospital (**RMH**), and Peter MacCallum Cancer Centre (**Peter Mac**) are leading Victorian public health services located within the Parkville precinct.

The **Women's** is Australia's foremost specialist hospital for women and newborns, delivering primary and tertiary care through a workforce of more than **2,500 staff**, and is internationally recognised for excellence in care, teaching, and research.

The **RMH** is one of Victoria's largest tertiary health services, providing world-class medical, surgical, and mental health programs. Supported by over **12,000 staff**, RMH is a designated trauma centre and leader in neurosciences, nephrology, oncology, cardiology, and virtual health.

The **Peter Mac** is a global leader in cancer research, education, and treatment, with more than **3,900 staff**, including over **700 researchers**, driving innovation in cancer prevention, diagnosis, and care.

Together, these organisations deliver integrated, research-driven, and patient-centred healthcare to local, state, and international communities.

Department Overview – Digital Innovation Service

The Digital Innovation Service (DI), hosted by the Women's, provides a unified ICT capability across the Parkville Local Health Service Network. DI supports the Women's, RMH, and Peter Mac by delivering shared digital infrastructure, systems, and innovation services critical to their clinical and operational performance.

Between July 2024 and June 2025, DI managed over 139,000 support tickets, supporting than 19,000 staff across the health services, highlighting its essential role in enabling safe, reliable, and connected care across the precinct.

In addition, DI provides services under Service Level Agreements to the Parkville Youth Mental Health and Wellbeing Service (PYMHWS) and limited legacy support to Northern Health and Western Health.

Position Purpose

The Digital Experience Liaison is responsible for designing, implementing, and optimising digital experiences that support the Strategic Automation & Digital Experience stream.

This role is the first point of contact for consumer assistance and ICT issue resolution of the most common routine issues or requests (e.g. top 10). They provide important level 0 support (by phone, email, self-service, remote support or any other defined contemporary service centre platform/communication) to gather information and help consumers access and use the hospital's digital ICT tools/systems/resources effectively.

Reporting to the Lead, this role ensures digital platforms, interfaces, and services are user-centred, accessible, and aligned with organisational objectives. The Liaison works to enhance the quality, usability, and engagement of digital initiatives, contributing to improved adoption, satisfaction, and operational efficiency.

Key Responsibilities

Strategic Automation & Digital Experience

- Act as the senior digital engagement and service experience expert providing direct, providing direct high-quality first point of contact for consumer inquiries and issues across digital channels (e.g. phone, email, walk-in, ServiceNow portal or any defined service centre communication method.)
- Undertake robust concierge, triage, diagnosis and analyse incidents and service requests for logging, correct prioritisation, classification and initial support requirements
- Perform high order quality assurance through review to ensure the integrity of tickets and requests by validating accuracy, completeness, and alignment with organisational standards to support operational excellence.
- Monitor and respond to the top recurring issues and service requests across support channels, escalating when required.
- Proactively contribute to the design and optimisation of digital experiences and workflows to support automation and digital transformation initiatives.
- Develop user-centred design approaches, leveraging research, feedback, and analytics to improve digital interactions.
- Ensure digital solutions are aligned with organisational goals, technical standards, and accessibility requirements.
- Monitor performance and effectiveness of digital initiatives, recommending enhancements to maximise user adoption and satisfaction.
- Lead the preparation and maintenance of appropriate documentation for technical resources, for example, our knowledge base.

Strategic Leadership

- Provide coaching, mentoring, and training to Level 0 support officers to enhance their capability and effectiveness.
- Identify gaps in end user self-service and Level 0 support knowledge bases and proactively create or update content to improve resolution pathways.
- Contribute to continuous improvement of Level 0 operations, digital knowledge strategies, and consumer engagement practices.
- Support leadership in decision-making by providing insights on operational metrics, digital trends, emerging technologies, and best practices.
- Covers for the Lead, Consumer Engagement.

Operational Performance

- Oversee day-to-day service delivery of level 0 support and digital experience initiatives, ensuring quality and timeliness.
- Develop operational reports or dashboards to track and monitor adherence to service level agreements and key performance indicators.
- Maintain documentation, workflows, and reporting related to digital design and experience projects.
- Identify operational challenges and implement improvements to optimise digital delivery and performance.
- Collaborate with technical teams to ensure digital solutions meet functional and user requirements.

People and Culture

- Collaborate with team members to share knowledge, best practices, and design insights.
- Promote a culture of innovation, collaboration, and user-centred design within the team.
- Support capability building by mentoring colleagues in digital experience design principles.
- Encourage inclusive practices that value diverse perspectives in design and engagement.
- Provide digital services support for all hospital sites supported by the Digital Innovation.

- Participate in daily duty roster support across all supported health service sites as required and scheduled.
- Be available for after-hours on-call support duties across all supported hospital sites as required and rostered.
- Participate in off-site support roster as scheduled.
- Contribute to coordinated teamwork and information sharing.
- Request planned leave promptly and maintain excess leave balances in line with hospital guidelines.
- Submit timesheets and leave requests in accordance with maximum leave balances and attendance requirements.
- Engage in performance management, professional training, and development opportunities as required.
- Complete all mandatory hospital training requirements within specified timeframes.
- Consistently demonstrate hospital values in all interactions and activities.

Stakeholder and Relationship Management

- Build and maintain relationships with internal and external stakeholders to inform and guide digital experience initiatives.
- Engage with business units, project teams, and end-users to understand needs and co-design solutions.
- Facilitate workshops, briefings, and user testing sessions to gather feedback and improve solutions.
- Act as a trusted advisor on digital experience, ensuring alignment with program and organisational objectives.

Financial and Risk Management

- Contribute to budgeting and resource planning for digital experience initiatives.
- Monitor expenditure and ensure alignment with approved budgets and policies.
- Identify, assess, and mitigate risks related to digital delivery, user adoption, and platform performance.
- Ensure compliance with governance, reporting, and risk management obligations for digital initiatives.

Key Relationships

Internal:	External:
Chief Digital Information Officer	Victorian Department of Health
Deputy CDIOs	Technology vendors and service providers
Directors and Managers within Digital Innovation	Partner health services and universities
Clinical, Research, and Corporate Leaders	Research collaborators and innovation partners
Technical Support Teams (Level 1+ support)	
End Users	

Organisational Relationships

- Number of employees that are consumers of the DI service: **19,000+**

Performance and Accountability

Performance objectives are set annually with the CDIO, focusing on:

- Delivery of strategic digital outcomes
- Service reliability and cybersecurity
- Financial sustainability
- Workforce capability
- Innovation and precinct collaboration

Key Selection Criteria

- Tertiary qualifications in Information Technology, Digital Health, or related disciplines, with relevant professional qualifications in management or project/program leadership.
- Experience working in a large, complex 24 by 7 Level 0 / Level 1 support or digital support environments.
- Broad knowledge and experience working with commonly used software and operating systems
- Experience of using integrated service desk, collaboration and communication tools.
- Practical IT skills, including good working knowledge of internet and digital information services.

- Experience managing digital knowledge platforms, intranet content or collaborative communication tools.
- Strong writing, editing, and content design skills with a user-centred mindset.
- Familiarity with ITSM processes, knowledge management, or ITIL frameworks (desirable).
- Ability to engage, influence, and collaborate effectively with diverse internal and external stakeholders.

Inherent Requirements

There are a number of critical work demands (inherent requirements) that are generic across all positions. The generic inherent requirements for this position are detailed below. These may be added to with more specific inherent requirements, if required, by your manager and Occupational Health and Safety.

Physical Demands	Frequency
Shift work – rotation of shifts – day, afternoon and night	Occasional
Sitting – remaining in a seated position to complete tasks	Frequent
Standing- remaining standing without moving about to perform tasks	Occasional
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	Not Applicable
Climbing stairs / ladders – ascending and descending stairs, ladders, steps	Rare
Lifting / carrying – light lifting and carrying less than 5 kilos	Frequent
– Moderate lifting and carrying 5–10 kilos	Rare
– Heavy lifting and carrying – 10–20 kilos.	Not Applicable
Push/Pull of equipment/furniture – light push/pull forces less than 10 kg	Frequent
– moderate push / pull forces 10–20 kg	Rare
– heavy push / pull forces over 20 kg	Not Applicable
Reaching – arm fully extended forward or raised above shoulder	Not Applicable
Head / Neck Postures – holding head in a position other than neutral (facing forward)	Not Applicable
Sequential repetitive actions in short period of time	
– Repetitive flexion and extension of hands wrists and arms	Prolonged/Constant
– Gripping, holding, twisting, clasping with fingers / hands	Prolonged/Constant
Driving – operating any motor-powered vehicle with a valid Victorian driver's license.	Rare
Sensory demands	Frequency
Sight – use of sight is integral to most tasks completed each shift	Prolonged/Constant
Hearing – use of hearing is an integral part of work performance	Prolonged/Constant
Touch – use of touch is integral to most tasks completed each shift.	Prolonged/Constant
Psychosocial demands	Frequency
Observation skills – assessing / reviewing patients in /outpatients	Prolonged/Constant
Problem Solving issues associated with clinical and non-clinical care	Prolonged/Constant
Attention to Detail	Prolonged/Constant
Working with distressed people and families	Not Applicable
Dealing with aggressive and uncooperative people	Rare
Dealing with unpredictable behaviour	Rare
Exposure to distressing situations	Rare
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	0–15% of time in the position
Not Applicable	

Employee Responsibilities and Accountabilities

- Be aware of and work in accordance with Hospital policies and procedures, as amended from time to time, including:
 - Code of Conduct
 - Confidentiality
 - Data Accountability Framework
 - Infection Control
 - Occupational Health and Safety
 - Patient Safety
 - Performance Development Management
 - Respectful Workplace Behaviours
 - Risk Management
 - Be respectful of the needs of patients, visitors and other staff and maintain a professional approach in all interactions, creating exceptional experiences.
 - Undertake other duties as directed that meet relevant standards and recognised practice.
 - Our vision is a future free from violence in which healthy, respectful relationships are the norm. Expect all staff to contribute to a culture that promotes gender equity, respect and a safe working environment.
 - The Women's provides pregnancy termination services as part of its public health responsibility to provide safe health care to Victorian women.
 - Data integrity is an essential element of clinical and corporate governance and a key performance indicator. The management of data influences and directly affects patient care, patient decisions, and ultimately the quality and reputation of our service delivery.
- As a consequence all staff are responsible and accountable to ensure that (within their area of work):
- Data recording and reporting, is timely, accurate (ie error free) and fit for purpose.
 - Data management system policies and control processes are complied with on all occasions.
 - Where data issues and/or problems become apparent these matters are immediately referred and reported to supervisors/managers.
- Agree to provide evidence of a valid employment Working with Children Check and provide the necessary details to undertake a national Police check.
 - Expect staff to identify and report incidents, potential for error and near misses and supports staff to learn how to improve the knowledge systems and processes to create a safe and supportive environment for staff and patients.
 - Contributes to a positive and supportive learning culture and environment for health professional students and learners at all levels.

Statutory Responsibilities

- OHS Act 2004
- Freedom of Information Act 1982
- The Victorian Public Sector Code of Conduct

Declaration

I have read, understood and agree to abide by responsibilities and accountabilities outlined in this position description.

Employee Name:

Employee Signature:

Date:

Developed Date:	January 2026
Developed by:	Chief Digital Information Officer
Date of next Review:	January 2027
