



Position Title: Web Content Officer	Entity: Independent Living Assessment Inc (iLA)
Reports to: Content Lead	No of Direct Reports: 0
Industrial Instrument / Job Level: Common Law Contract - Tier 4 Professional	Primary Location: East Perth
Position Requirements	
<p>Primary Purpose</p> <p>The Web Content Officer position crafts concise, engaging website content in line with the LiveUp program's content strategy. They write and review content from an SEO perspective, publish and manage web content on Sitefinity CMS, and collaborate with the LiveUp Content Lead to shape future content strategy.</p> <p>The position works with subject matter experts to translate documents into easy-to-read content that is factually accurate and meets regulatory standards. Reporting to the LiveUp Content Lead, this position requires excellent writing and communication skills and the ability to deliver high-quality content that meets the needs of the audience.</p>	
<p>Key Accountabilities/Responsibilities</p> <p><u>Health Safety Wellbeing & Environment</u></p> <ul style="list-style-type: none"> • Demonstrate leadership in, role model and comply with all health, safety and hygiene policies, systems, and OH&S legislation to maintain an appropriate working environment • Ensure all incidents, accidents, injuries, hazards or property damage are reported and managed. Identify and implement safety improvements working collaboratively with the Work Health and Safety program. • Contribute to developing and nurturing a culture that supports wellbeing. <p><u>Functional – (Web Content Officer)</u></p> <ul style="list-style-type: none"> • Craft website content creation for iLA's LiveUp program across a range of topics to tight deadlines. • Monitor content creation to ensure consistency of message. • Optimise content to ensure it meets best practice SEO. • Ensure content meets the needs and interests of our target audiences and displays cultural sensitivity, whilst adhering to established content guidelines. • Working with subject matter experts, translate complex health documents into easy-to-read versions that engage the target audience. • Write long-form content and short key messaging. • Continuously review all content for accuracy, relevance and quality. • Curate and regularly update website imagery. • Publish and manage web content onto the Sitefinity Content Management System. • Monitor and respond to the performance of website content and layouts and, using analytics tools and A/B testing. • Distribute content through multiple channels and mediums – website, blogs, email newsletters, social media posts, and print. <p><u>Strategic</u></p> <ul style="list-style-type: none"> • Contribute to, and demonstrate by example, the vision, mission and values • Maintain a strong network across the industry and relationships with suppliers, regulators, customers and other external stakeholders 	

- Contribute to the creation and implementation of the Group’s overall long term strategy and annual business plans (i.e. think strategically about the group and the organisation).
- Contribute to driving and enhancing long term organisational sustainability and performance
- Participate and/or engage in all activities that relate to Group strategic initiatives and key issues.
- Identify and implement improvement opportunities within the Group and participate in continuous improvement of the wider organisation by recommending sensible changes and communicating issues that may affect the organisation

People & Culture

- Participate actively, and work closely and constructively, with colleagues in the leadership team to deliver integrated business outcomes
- Ensure cultural optimisation through engaging in fit-for-purpose cultural programs and embedding these within the Group (initiated via the Brand and People Group)
- Respect and value the diversity of the workforce by helping to prevent and eliminate discrimination in the workplace

Budgeting & Administration

- Meet revenue and activity based KPI’s
- Ensure delivery of services and support within agreed budgets
- Ensure all operational and administrative processes are undertaken in accordance with established policies and procedures and associated processes are maintained and accessible in appropriate formats and designated locations

Key Performance Indicators & Measures

Indicators of effective performance in the position. KPI’s are to be SMART goals. They are identified in the PDR to be specific to the individual teams and the position in a specified point in time. .

Key Relationships

Key positions or groups with whom the individual will interact to perform the work of the position.

Internal

- Executive team
- Leadership team
- All other teams in the organisation

External

- Corporate customers
- Older People
- People with Disability
- Suppliers and vendors
- Community care customers and families

Key Behaviours

Behavioural competencies or ‘behaviours’ are effectively attributes we display as we carry out our work, and ‘how’. Below identifies **KEY** competencies (**6-12 key to the role**) integral to the success of this position and the organisation. For this job classification level key competencies critical for success will be primarily be in Operational Behaviours.

[Strategic Behaviours](#)

[Leadership Behaviours](#)

[Operational Behaviours](#)

<input type="checkbox"/> Aligning Performance for Success <input type="checkbox"/> Analytical Thinking <input type="checkbox"/> Critical Thinking <input type="checkbox"/> Building Strategic Working Relationships <input type="checkbox"/> Change Management <input type="checkbox"/> Innovation & Creativity <input type="checkbox"/> Leading through Vision & Values <input type="checkbox"/> Strategic Decision Making	<input type="checkbox"/> Adaptability/ Agile Approach <input type="checkbox"/> Building Customer Loyalty <input type="checkbox"/> Building Partnerships <input type="checkbox"/> Leading the Team – people centric <input type="checkbox"/> Coaching/developing others <input type="checkbox"/> Delegating Responsibility <input type="checkbox"/> Decision Making <input type="checkbox"/> Information Monitoring <input type="checkbox"/> Influencing /Negotiation <input type="checkbox"/> Managing Conflict <input type="checkbox"/> Project Management <input type="checkbox"/> Digital capability <input type="checkbox"/> Business Acumen <input type="checkbox"/> Growth mindset <input type="checkbox"/> Stakeholder engagement <input type="checkbox"/> Stress Tolerance/Resilience	<input checked="" type="checkbox"/> Applied Continuous Learning <input type="checkbox"/> Marketing & Comms <input checked="" type="checkbox"/> Build Trust <input checked="" type="checkbox"/> Communication <input checked="" type="checkbox"/> Client Liaison <input checked="" type="checkbox"/> Demonstrates Initiative <input type="checkbox"/> Energy <input type="checkbox"/> Formal Presentation <input type="checkbox"/> Gaining Commitment <input type="checkbox"/> Legislative & Industry Standards <input checked="" type="checkbox"/> Organisation & Self -Management <input checked="" type="checkbox"/> Quality & Work Standards (including clinical or/ and technical) <input checked="" type="checkbox"/> Results Focused <input type="checkbox"/> Safety & Environmental Excellence <input checked="" type="checkbox"/> Teamwork <input type="checkbox"/> Tenacity
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General Assessed

Impact	Technical / Professional Knowledge	Job Fit	Organisational Fit	
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Work Related Requirements

Knowledge & Skills (Social, Personal & Technical) & Equipment

The knowledge necessary to effectively perform in the position. Specific skills or equipment that the person needs to be able to use. Personal attributes/qualities that are important to the success of this position

- Proven record in content creation that meets outcomes.
- Experience in reviewing and editing written content for quality, accuracy, and SEO.
- Exceptional written skills.
- A capacity to work pro-actively as an individual and as a member of a team.
- Experience uploading and managing content on CMS and social media platforms.
- Experience translating complex documents into easy-to-read versions.
- Excellent computer skills, including Microsoft office, CMS, and project management tools.
- Ability to prioritise and meet deadlines.
- Ability to liaise with senior leaders and key stakeholders both internally and externally.
- Understanding of website analytics tools desirable but not essential.
- Current understanding of My Aged Care, National Disability Insurance Scheme (NDIS) and disability sectors desirable but not essential.

Work Experience

The type and extent of previous work experience that is necessary to perform in the position

- At least 3 years' experience in content writing.
- Knowledge of the aged care and disability sectors (desirable).
- Network of stakeholders and media contacts (desirable).



Clearances, Licences or Registrations						
NDIS Worker Screening Check <input checked="" type="checkbox"/>	WWC <input type="checkbox"/>	Covid-19 Vaccinations <input type="checkbox"/>	AHPRA <input type="checkbox"/>	NCCHC <input type="checkbox"/>	Drivers Licence <input type="checkbox"/>	Other (specify) <input type="checkbox"/>
Qualifications Degree qualification in Degree level qualification in Journalism, Communications, or similar disciplines.						
Extent of Authority Authority to act within the scope of your position to perform the objectives and requirements of your position as identified within this Position Description and as directed by your Leader. The extent of the authority may alter from time-to-time at the direction of your Leader.						
Prepared & Approved By: Michael Barlow-Stringer, Andrea Morris, and Lisa Karabin Date Reviewed/Modified: 7/03/2023 *All PDs should be sent to P&C for approval and uploading to sharepoint						
Related Documents: PD Work Instructions, Behaviours Guide						
HR Use Only Risk Assessed Role (NDIS Worker Screening Check) No, not NDIS risk assessed role Date the role was assessed: 1/02/2022 Assessed By: Lisa Karabin, People & Culture Manager <i>*Will depend on the role</i>						