

CITY AND ENVIRONMENT DIRECTORATE (CED)

POSITION DESCRIPTION

POSITION DETAILS

Position title: Assistant Director, Web

Location: 480 Northbourne Avenue, Dickson
ACT 2602

Classification: SOGC

Position number: 22852

Reports to: Director, Website and Design
Services

Division: Chief Operating Officer

Date last reviewed: July 2026

Business unit: Creative Services and Media

Position requirements: N/A

DIRECTORATE OVERVIEW

The City and Environment Directorate (CED) brings together the people, services and systems that shape Canberra's future. We are a new directorate with a bold purpose: to deliver smarter, more connected services that respond to the needs of our Territory and community.

CED was established to align planning and transport, improve efficiency of development decisions, support environmental management, consolidate city services operations, and strengthen how government connects with the community. Our work spans the natural and built environments, city and transport services, and regulatory and customer service functions.

We are here to:

- Deliver streamlined, customer-focused services.
- Align planning, transport and environmental stewardship.
- Consolidate operations for greater efficiency and impact.
- Make government services more accessible, transparent and trusted.

At CED, we put people and place at the centre of everything we do. Whether shaping policy, maintaining public spaces, designing transport networks or supporting regulatory access, our people contribute to a connected, inclusive and resilient Canberra.

BUSINESS UNIT OVERVIEW

Our role is to ensure the Canberra community is well informed on government programs, policies and services, and has meaningful opportunities to inform decision making. We listen to the people of Canberra and are their voice in government. We value ongoing learning and will support you to grow your career. Working with us, you will ensure the right information is provided to the right audience, at the right time. You will:

- bring an audience-first lens to your work, informed by research, insights and evaluation

- work with stakeholders in partnership with a strong client service ethic
- enjoy working in a fast-paced environment, be flexible and open to change
- be supported by whole of government guidelines, policies and procedures, and guided by an annual whole of government communications and engagement plan.

POSITION PURPOSE

A digital-first approach to communication is a key priority for the Directorate and ACT Government. Our websites are the primary digital platform in which we provide information to the community and key stakeholders.

The Assistant Director, Web will be responsive and customer focused to achieve quality digital information and services for the directorate. They will ensure information on the Directorate's suite of websites is up to date and compliant with relevant standards and policies. They will also play a key role in supporting website transformation projects in line with the ACT Government's digital priorities.

DUTIES / RESPONSIBILITIES

1. Lead and manage the Directorate's web presence by overseeing website content, governance, administration and publishing practices, working collaboratively with communication teams, business areas and technical stakeholders.
2. Manage and develop a small team, including supervising and mentoring staff, prioritising and allocating workloads, building capability, and providing clear direction and support.
3. Lead the continuous improvement of websites, including identifying opportunities to enhance content quality, discoverability, accessibility and user experience, and coordinating business, communication, governance and technical stakeholders to deliver user-centred and evidence-based outcomes.
4. Provide strategic advice on web content, information architecture and user experience, identifying opportunities to improve digital outcomes through an audience-centred approach informed by research, insights and evaluation.
5. Monitor, analyse and report on website performance and content effectiveness using web analytics and content management tools to provide evidence-based recommendations and support informed decision-making.
6. Ensure compliance with WCAG 2.1 accessibility requirements and relevant ACT Government and Directorate policies, standards and best-practice guidelines.
7. Maintain records and information management practices in accordance with the *Territory Records Act 2002*.
8. Undertake other duties as required, consistent with the classification and capabilities of the position.

This position involves the direct supervision of staff.

SELECTION CRITERIA (CAPABILITIES)

Provide concise evidence of your **skills, knowledge and behaviours** against the duties above and the ACTPS Shared Capability Framework.

- Demonstrated expertise in website management and digital content delivery, including content design, writing for the web, information architecture, usability, accessibility and digital

publishing best practice, with a strong understanding of accessibility requirements and user-centred design principles.

- Proven experience leading website transformation and continuous improvement initiatives, including identifying and implementing evidence-based improvements, optimising content and information architecture, and delivering projects that enhance user experience and business outcomes.
- Highly developed written and verbal communication skills, with the ability to create and edit audience-focused content, provide clear and strategic advice, and engage effectively with a diverse range of stakeholders through an audience-centred approach informed by research, insights and evaluation.
- Demonstrated analytical and problem-solving capability, including the ability to interpret data, identify opportunities for improvement, research emerging trends and implement innovative solutions that support organisational priorities and strategic objectives.
- Proven leadership and stakeholder management skills, including experience supervising and mentoring staff, building team capability, negotiating with senior stakeholders, and managing competing priorities and deadlines in a dynamic environment.
- Commitment to the ACT Public Service values of Respect, Integrity, Collaboration and Innovation, and to workplace health, safety and wellbeing.

COMPLIANCE REQUIREMENTS / QUALIFICATIONS

- Relevant tertiary qualifications in digital services, communications, information technology, web development, user experience, or a related discipline, or demonstrated equivalent experience.
- Demonstrated experience and proficiency in:
 - content management systems (CMS);
 - web content publishing and content design;
 - digital accessibility and WCAG 2.1 compliance;
 - web analytics, performance reporting and the use of data to inform continuous improvement; and
 - information architecture and user-centred digital content practices.

Highly desirable

- Experience with Squiz Matrix, SharePoint, Google Analytics 4 (GA4), Siteimprove and Funnelback.
- Working knowledge of HTML and CSS.
- Experience using Adobe Acrobat and Adobe Creative Suite products.

The successful applicant may be required to undertake occasional after-hours and weekend work, including participation in an on-call roster.

WORK ENVIRONMENT DESCRIPTION

The following work environment description outlines the inherent requirements of the role of **Assistant Director, Web** (position number **P22852**) and indicates how frequently each of these requirements would be performed. Please note that the City and Environment Directorate is

committed to providing reasonable adjustment and ensuring all individuals have equal opportunities in the workplace.

ADMINISTRATIVE	FREQUENCY
Telephone use	Frequently
General computer use	Frequently
Extensive keying/data entry	Occasionally
Graphical/analytical based	Occasionally
Sitting at a desk	Frequently
Standing for long periods	Never
Designated workstation	Never
<i>The position is in an activity based work environment</i>	

STANDARD HOURS	FREQUENCY
Flexible working hours (access to flex time)	Occasionally
Fixed or specified start/finish times	Occasionally
Expected to work extensive hours over a significant period due to the nature of the duties	Never
Access to Accrued Days Off (ADO's)	Never
Peaks and troughs	Occasionally
Frequent paid overtime	Never
Rostered shift work	Never

SOCIAL DEMANDS	FREQUENCY
Work with others towards shared goals in a team environment	Frequently
Work in isolation from other staff (remote supervision)	Occasionally
Working in a call centre environment	Never
Working directly with the public	Occasionally

PHYSICAL DEMANDS	FREQUENCY
Distance walking (large buildings or inter-building transit)	Never
Working outdoors	Never

MANUAL HANDLING	FREQUENCY
Lifting 0 – 5kg	Never
Lifting 5 – 10kg	Never
Lifting 10kg+	Never
Climbing	Never
Reaching	Never
Bending/squatting	Never
Push/pull	Never
Sequential repetitive movements in a short amount of time	Never

TRAVEL	FREQUENCY
Frequent travel – multiple work sites	Never

Frequent travel – driving	Never
Frequent travel – interstate	Never

SPECIFIC HAZARDS	FREQUENCY
Working at heights	Never
Exposure to extreme temperatures	Never
Operation of heavy machinery e.g. forklift	Never
Confined spaces	Never
Excessive noise	Never
Low lighting	Never
Handling of dangerous goods/equipment	Never
Working with asbestos	Never
Potential to encounter agitated customers	Never
Exposure to potentially distressing case material	Never

OTHER	FREQUENCY
Uniform required	Never
Personal Protective Equipment (PPE) required	Never