

Position description



Position	Head of Digital
Reports to	Chief Experience Officer
Work level	6
Team	Digital
Group	Experience
Location	Onsite at the Hub in Melbourne CBD & Hybrid
Direct reports	Up to 5 (to be confirmed)

01. Purpose of the position and link to Strategy 2023+ *Earlier, Easier, Together*

As a strategic and collaborative digital experience expert and thought leader, you will align with and be accountable for developing, integrating, improving and optimising the customer/community experience across all digital touchpoints.

Engage **early** to understand community behaviours, expectations and needs and be community led in designing integrated digital experiences.

Make it **easier** and seamless for the community to have their needs met by delivering integrated digital and digitally enhanced experiences.

Work **together** with the community and across Beyond Blue, specifically with, but not limited to; Marketing, Experience Design, Data & Insights, Technology and Service Delivery teams, coupled with and core delivery partners, to deliver continuously optimised digital experiences to our community.

02. Key Accountabilities of Position

Accountable for the following:

- Own the (customer) community experience through all our digital (customer) community channels, to deliver a seamless and engaging journey, however our community choose to interact with us.
- Lead, influence and champion organisational thinking through a (customer) community obsessed mindset and insight driven design principles, to enhance the integrated digital experience, community engagement and outcomes.
- As a key leader in the Digital Evolution Program, ensure both strategic, future focussed experiences are captured and architected, as well as current use-cases assessed and migrated against our 2023+ strategic direction. Ensure the right talent & resources are identified, engaged and directed in line with program objectives and timelines.
- Actively drive the strategic development and integration of digital channels, against evolving community expectations and free up “assisted” capacity for the moments that matter.

- Initiate and provide expert guidance, make strategic recommendations and decisions by identifying what would best support Beyond Blue's community needs and target audiences, to assure effective implementation of Strategy 2023+.
- Drive a commercial focus across Beyond Blue's digital channels ensuring maximum return on investment, strong oversight and ensuring this is understood and embedded across the business.
- Continuously and strategically lead the optimisation and improvement of the digital experience for our community, by having deep SME knowledge of our existing tools/tech and remaining current with emerging digital technologies.

03. Key outcomes, or desired impact of role, linked to Strategy

Area of impact

- Through an integrated experience lens, drive a data / insight led approach across all our digital platforms, sharing performance results and optimising journeys to increase digital adoption by Beyond Blue's customers/community.
- Through deep SEO / SEM and continuously adapting to algorithm changes, ensure digital becomes a channel of choice for our community to achieve their desired outcomes.
- Increase the cadence of delivery for our community by embedding agile ways of working and lead others to select appropriate agile practices to drive rapid development and testing to improve delivery.
- Empower and support your team to execute on priorities by leveraging strong leadership and excellent coaching skills, effectively setting realistic deadlines, consistently communicating expectations, and developing clear, straightforward plans that motivate the team to reach their full potential.

KPI's/Goals are set in the performance review cycles – January to June / July to December as part of our [Thrive Framework](#).

04. Core Capabilities

Capabilities in our [capability framework](#) critical for role success include:

- Agility
- Critical thinking
- Community centricity
- Leading
- Partnering

05. Specific Job Competencies

Education/qualifications

- Tertiary qualification in Business, Commerce, Digital, Marketing, Customer or equivalent.

Experience

- Have 10+ years experience in digital leadership role (B2B & B2C), including projects and supporting cross functional teams
- Experience in developing and executing strategies and plans, to achieve the expected outcomes including the identification, implementation and monitoring of success & performance metrics
- Have an extensive, demonstrable and proven track record with, but not limited to, website and mobile app design, implementation & performance, including conversion rate optimisation.
- Extensive experience leveraging Sitecore DXP for Digital Asset Management, Product & Marketing Content Management etc. for greater efficiency & outcomes

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- Demonstrable experience in delivering integrated features and innovations that create customer advocacy, reduce costs to serve across channels and improve outcomes
 - Strong people leader and influencing experience to lead cross-functional teams in rapid delivery
 - Extensive experience in data/insight-driven decision making through customer behaviour, financial and performance analysis & management
 - Extensive experience using tools such as Miro, Jira, Confluence, etc.
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06. Values leadership and our culture at Beyond Blue

Beyond Blue Values We all play a part and take responsibility for our impact on Beyond Blue's culture, in line with our Values.

Cultural competency Beyond Blue strives to be a culturally safe and inclusive workplace. All employees are expected to undergo regular cultural competency training as part of their professional development plans.
