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| Position | **Digital Producer** |
| Reports to | **Digital Experience and Implementation Manager** |
| Work level | **1**  | **2**  | **3 √** | **4**  | **5**  | **6**  | **7**  |
| Team | **Digital** |
| Group | **Centre of Excellence** |
| Location | **Onsite at the Hub in Melbourne CBD or Hybrid** |
| Direct reports | **Nil** |
| 1. Purpose of the position and link to strategy
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| The Digital Producer plays a crucial role in executing our digital strategy by serving as the operational backbone for our digital projects. Working in tandem with internal clients, CX teams, content specialists and development specialists, this role focuses on delivering simple, accessible, and user-friendly digital products across the Beyond Blue ecosystem. The Digital Producer will drive agile development processes to ensure that web applications and content not only meet but exceed business requirements and timelines. |
| 1. Key accountabilities of position
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| Content Management System (CMS) Support* Ensuring the accuracy and integrity of content within the CMS, including text, images, videos, and other digital assets.

Regularly reviewing and updating content to keep it current, relevant, and in compliance with organizational guidelines and industry standards. Collaborating with content creators, editors, and stakeholders to maintain a consistent and engaging user experience on the website through the CMS.Web Deployment Support:* Supporting the successful deployment of web updates, features, and changes, adhering to established schedules and minimizing downtime.
* Conducting thorough testing and quality assurance checks before deploying any changes to the live website, to prevent errors or disruptions.
* Monitoring post-deployment performance, identifying and resolving any issues promptly, and documenting the deployment process for future reference.

Project Coordination and Delivery* Lead the coordination of responsive web application and content projects using agile methodologies.
* Maintain open lines of communication between internal clients, CX teams, developers, and content specialists.
* Ensure projects are delivered on time and meet business requirements and quality standards.

**Customer Experience and Usability*** Consult on interface design and coordinate usability testing to ensure an optimal user experience.
* Understand and document customer interaction flows across different channels and touchpoints through customer journey mapping.
* Collaborate with CX teams to improve and optimize the user experience based on analytics and user feedback.

**Agile Process Management*** Facilitate efficient and effective daily stand-ups, sprint planning meetings, retrospectives, and showcases.
* Remove impediments to the agile development process, ensuring that the team can meet its objectives.
* Continuously monitor agile metrics and KPIs to drive process improvement.
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| 1. Key outcomes, or desired impact of role, linked to strategy
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| Area of impact* Digital Strategy Realization: The role ensures that digital projects are aligned with, and contribute to, the overarching digital strategy, helping to meet or exceed organizational objectives.
* User-Centric Design: By focusing on usability and customer journey mapping, the role significantly improves the customer experience across digital channels.
* Operational Efficiency: Through agile process management, the role contributes to the streamlined and efficient execution of digital projects.
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| 1. Core Capabilities
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| Of the eight capabilities listed in our capability framework, critical for role success.* Communicating
* Critical thinking
* Partnering
* Digital Discovery
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| 1. Specific Job Competencies
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| Education/qualifications* Certification in an acknowledged Agile Project Experience framework

Experience* Minimum 3-5 years of experience in digital project management or production roles.
* Proven experience with agile development methodologies.
* Strong track record in coordinating multidisciplinary teams.
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| 1. Values leadership and our culture at Beyond Blue
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| Beyond Blue ValuesWe all play a part and take responsibility for our impact on the culture at Beyond Blue, in line with our ValueCultural competency Beyond Blue strives to maintain a culturally competent and inclusive workplace. All employees are expected to undergo regular cultural competency training as part of their professional development plans. |