

POSITION TITLE	Web and Digital Manager
POSITION TERM	Ongoing
FUNCTION / DEPARTMENT	Growth and Impact
ANZSOG CAPABILITY	Capability Level 3
REPORTING MANAGER	Director, Brand, Marketing and Communications
No. DIRECT REPORTS	1
LOCATION	Offices in Melbourne, Sydney and Canberra
APPROVED BY	Chief Operating Officer
APPROVAL DATE	October 2025

ABOUT ANZSOG

The Australia and New Zealand School of Government (ANZSOG) was established by governments and a group of universities to serve governments and public services in Australia and Aotearoa New Zealand. Its members are the national governments of Australia and Aotearoa New Zealand, all Australian States and Territories, and leading Australian and Aotearoa New Zealand universities.

In delivering on its mission of public governance that people trust, the school brings together academic and practitioner experts from across our member governments and around the world to support current and future government and public sector capability needs and anticipate and address government and public sector challenges.

ABOUT THE POSITION

The Web and Digital Manager leads the evolution of our digital presence, driving an exceptional online user experience for our diverse audiences. Reporting to the Director, Brand, Marketing and Communications, the role is responsible for the management and ongoing optimisation of ANZSOG's website and direct digital marketing channels to strengthen our premium position in the public sector education landscape.

The Web and Digital Manager leads a small team to manage our website content, SEO strategy and email marketing program, leveraging automation and personalisation to elevate performance. With a strong focus on increasing engagement and conversion, the roles lead day-to-day liaison with an external web services agency, collaborates with the broader Growth and Impact Group and leverages AI tools and applications to drive ongoing cross-channel optimisation.

ROLE-LEVEL ACCOUNTABILITIES

ANZSOG roles at this level share the following consistent accountabilities:

- **Operational Leadership:** Manage team operations aligned with strategic goals.
- **Team Development:** Support staff development and performance.
- **Project Oversight:** Lead complex projects and initiatives.
- **Stakeholder Engagement:** Build and maintain internal and external relationships.
- **Resource Management:** Monitor budgets and resource allocation

KEY RESPONSIBILITIES AND ACCOUNTABILITIES

Website Management & Optimisation

- Proactively manage and enhance ANZSOG's website to deliver a seamless, high-quality and brand aligned user experience.
- Ensure website structure, navigation and content remain optimised for usability and accessibility.
- Identify and implement AI-powered solutions to test and improve website performance.
- Oversee the integration of lead forms and data flows with CRM and marketing automation platforms.

Content Management & Governance

- Own web content management systems (CMS) and processes, collaborating across the organisation to ensure content remains current, accurate and engaging.
- Develop and implement content governance frameworks and workflows.

Team Leadership, Collaboration and Performance

- Lead and mentor a direct report providing direction, support and development opportunities to foster a culture of excellence through experimentation, agility and collaboration.
- Manage day-to-day relationship with an external web services agency, ensuring timely delivery and quality of web projects and support.
- Collaborate with internal stakeholders across the organisation to provide digital expertise and guidance on website requirements, content updates, and other related initiatives.

SEO & Analytics

- Lead and execute SEO strategy to drive organic growth and visibility, responding to shifting customer search behaviour as required i.e. adoption of GenAI tools.
- Monitor, analyse, and report on website performance using customer insight to test and implement optimisation opportunities.

Email Marketing

- Develop, deliver, and optimise email marketing and lead nurture programs, including ANZSOG's email newsletter program, leveraging personalisation, automation, and A/B testing to improve engagement and outcomes.

Continuous Improvement & Innovation

- Keep up to date on industry developments, including emerging AI applications to identify and pilot initiatives that innovate our marketing practice in ways that improve team outcomes.
- Drive a culture of innovation, testing, and data-driven decision-making.

QUALIFICATIONS, SKILLS AND EXPERIENCE

- Tertiary qualification in Digital Marketing, Communications, or a related field.
- Minimum 7 year' experience managing large, complex organisational websites and digital user experiences, preferably within the public sector or higher education.
- Proven track record implementing email marketing, including automation and personalisation, and integrations with CRM systems.
- Demonstrated experience managing external vendors/agencies and strategic projects with internal stakeholders.
- Demonstrated experience designing, developing and/or using AI applications to enhance digital marketing performance.

- A track record of innovative and detail oriented digital leadership.
- Experience in the education or public sector is highly regarded.

ANZSOG VALUES

ANZSOG is a values-based organisation. This means that we understand that the ways in which we work make a big difference in what we achieve. Our values are Excellence, Collaboration, Integrity and Respect, which guide our behaviours and attitudes as members of the ANZSOG community. As a binational learning organisation committed to authentically serving and partnering with governments and First Nations and Māori communities, we are also committed to engaging in ongoing learning to model the impact and change we seek to achieve through our work.