

Position description – Content Specialist

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Job details

Position number:	7241	ANZSCO:	225113
Classification:	Level 5	Business Unit:	Member Experience
Leadership Context:	Personal Leadership	Report to:	Manager, Interactive Engagement and Communications
Date updated:	20 January 2026	Direct Reports:	Nil

About the role

As an organisation, we incorporate our values into everything we do and support a diverse and inclusive work environment. We recognise that unique perspectives, ideas, and contributions help strengthen and build our team, which ultimately benefits our members.

Reporting to the Manager Interactive Engagement and Communications, you will be part of the Interactive Engagement and Communications team that sits within the broader Member Experience business unit.

This business unit is responsible for delivering a positive member experience by providing members with information, products, and tools relevant to them wherever they are on their retirement journey.

The Content Specialist is responsible for writing, editing and optimising content across various mediums (digital and print channels etc) to engage and inform GESB's target audiences.

The role ensures content is clear, accurate and audience-focused, consistent across platforms, is inclusive and complies with brand, accessibility, plain language and regulatory requirements.

Responsibilities

The Content Specialist:

Leadership

- Ensures all content meets GESB's tone of voice, brand, language, style and accessibility standards and comply with privacy, legal and regulatory requirements by managing sign-off processes including due diligence and legal/compliance approvals
- Contributes to ongoing improvements in content quality, production and audience engagement through participation in team retrospectives, working groups and cross-functional initiatives

- Demonstrates a commitment to continuous learning and apply emerging best practices in content, digital communications and audience engagement
- Initiates and contributes to continuous improvement initiatives by identifying opportunities to improve team processes to uplift the ways of working for the team in the delivery of content to target audiences

Management and support

- End-to-end creation and development of high-quality content for various communications, campaigns, disclosures and service updates across multiple digital and print channels (e.g. email, website, video, FAQs, brochures, etc)
- Applies GESB's tone of voice, brand guidelines, accessibility, readability and plain language principles to all content to ensure clarity, consistency and audience relevance
- Writes, reviews, edits and proofreads content to ensure accuracy, compliance, and alignment with GESB's brand and style guidelines and overall organisational objectives
- Coordinates content delivery including planning, briefing, timelines, content production, stakeholder engagement, reviews and approvals, version control, print, design and other requirements as needed
- Maintains and updates content assets including reusable templates and artefacts, document registers, brand requirements and version history to support efficiency, auditability and consistency across the organisation
- Supports the implementation of content strategies under the direction of the Content Lead, creates content plans as needed and aligns content deliverables with team priorities, deadlines and project goals
- Uses content management systems (CMS) as required to support content publication, optimisation and performance monitoring

Communication and stakeholder liaison

- Works collaboratively with internal teams (digital, product, compliance and legal et al.) to tailor content to specific channels, formats, audience segments and personas and ensure content is accurate, compliant, brand-aligned and meets organisational and legislative standards
- Coordinates sign-off processes for content, incorporating and actioning feedback from all relevant internal and external stakeholders, adhering to legal, compliance and regulatory requirements, and ensuring due diligence in obtaining legal/compliance approval

Other accountabilities

- Maintains an awareness of contemporary issues and knowledge of relevant legislation, standards and best practice relevant to the role
- Promotes and models behaviour consistent with GESB's values, Code of Conduct and the WA Public Sector Code of Ethics
- Operates within GESB's Governance Framework, relevant policies and procedures, and other legislative requirements in accordance with the role
- Performs other duties as required that support GESB's operations and strategic priorities

Leadership expectations

At GESB, we believe all our people are leaders and displaying leadership behaviours in the context of your role helps us achieve our purpose, vision and mission, while building a positive and supportive workplace.

[Leadership Expectations](#) provide a clear explanation of the expected leadership behaviours for all employees.

The leadership expectation for this role is [Personal Leadership](#).

Leaders in this context make a direct and immediate difference to GESB. They work within a defined area of responsibility, and with personal accountability, to deliver results that support their team and the organisation to deliver our strategic objectives.

Work related requirements

- 3-5 years demonstrated experience writing and editing content across a range of formats and channels (e.g. web, email, print), with a strong focus on clarity, consistency and audience engagement
- Strong attention to detail with the ability to review and proofread content to ensure accuracy, consistency and compliance with regulatory and internal requirements
- Proven ability to apply tone of voice, plain language principles, brand guidelines and accessibility standards to written materials
- Ability to adapt content for different formats, channels and audience segments using insights, personas and journey-based thinking
- Understanding of and basic experience with content management systems (CMS) and SEO principles is beneficial
- Strong organisational skills and ability to manage multiple tasks or content projects concurrently while meeting deadlines
- Ability to build and maintain strong relationships with stakeholders across the organisation
- Proactive, with a willingness to learn and adapt to new tools, systems and content practices in a changing digital and regulatory environment that enhance content delivery and operational effectiveness
- Collaboration and communication skills to ensure content aligns with objectives and target audience
- Previous experience working in a similar role within superannuation, insurance or financial services is desirable
- Degree or diploma in journalism, communications, marketing or a related field, or equivalent relevant experience, is required

Special requirements

To be eligible for appointment to the **Western Australian public sector**, applicants must provide documentary evidence of their:

- **Date of birth**
- **Work eligibility in Australia:** Certificate of Australian citizenship, evidence of permanent resident status, an entitlement to live and work indefinitely in Australia (applies to permanent appointments) or temporary visa with entitlement to work (applies to fixed term appointments)
- **National Police Clearance:** applicants will be required to undergo a National Police Clearance at GESB's expense.
- **Essential qualifications:** as specified in the position description

Acknowledgement of Country

GESB acknowledges the Traditional Owners of the land on which we stand. We pay our respects to Elders past and present. Through the waters we wade, the air we breathe, the lands on which we live and travel, we honour the presence of these ancestors. It's because of their strength and resilience that we continue to stay strong and connected to their culture.

Today, we walk proudly in the footsteps of those who came before us — the Whadjuk people of the Noongar Nation — and extend our respect to all Aboriginal and Torres Strait Islander peoples whose lands we travel across. When travelling, we acknowledge the Traditional Owners of the land we are on.