

## Position description – Head of Brand, Experience and Connection

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### Job details

<b>Position number:</b>	7263	<b>ANZSCO:</b>	225113
<b>Classification:</b>	Level 9	<b>Business Unit:</b>	Member Experience
<b>Leadership Context:</b>	Multiple Area Leader	<b>Report to:</b>	Chief Member Experience Officer
<b>Date updated:</b>	09 April 2026	<b>Direct Reports:</b>	3
		<b>Indirect Reports:</b>	11

### 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 Chief Member Experience Officer you will lead the Brand, Experience and Connection 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 key success in this role will be to integrate all of these through consistent, meaningful and trusted interactions that reflect the organisation's brand, purpose and the community GESB serves. It will support GESB's ongoing uplift in brand, experience, connection, member retention and data driven member actions across channels, facilitating collaboration and capability uplift to improve engagement and member outcomes.

### Responsibilities

The Head of Brand, Experience and Connection:

#### Leadership

- Leads the strategic direction, delivery and evolution of GESB's brand, customer (member) experience design, data analytics communications and engagement functions, ensuring a consistent, integrated, high-quality experience across all member, employer and stakeholder touchpoints

- Champions a continuous improvement using feedback, data and insights to shape strategies that lift satisfaction, engagement and member outcomes as well as uplifting the ways of working for the team, peers, partners (as applicable)
- Leads delivery of multi-channel communication, engagement and retention strategies that are tailored to member segments, lifecycle stages and moments that matter
- Uplifts internal capability and alignment across content creation, campaign delivery, service communications and experience design across all channels
- Provides leadership, coaching and development for team leads across customer (member) experience (CX), Advocacy, Communications, Content, Campaigns and Connection and Data Analytics
- Creates and fosters a positive and engaging work environment, encouraging and empowering team members to perform at their best, leveraging their strengths and fostering professional growth
- Fosters the creation of a data-driven culture, related competencies and data literacy across the enterprise
- Lead transformation by developing Data & Analytics talent, maturing capability and practices
- Leads the team to structure work, manage timelines, and ensure efficient workflows across the team including management of resources (time, budget, personnel) effectively to support organisational goals
- Supports organisational transformation and digital uplift through cross-functional collaboration with a member outcomes focus
- Creates and sustains a psychologically safe, inclusive and high-trust culture that enables high performance, innovation, wellbeing and continuous improvement

#### Strategy and Ongoing Measurement

To support the GESB Board and broader Business Strategy, the role will:

- Develop and maintain the GESB Customer (Member) Experience (CX) Strategy, embedding member-first principles, behavioural insights and experience design methodology and standards across the organisation including modern metrics to measure customer experience.
- Defines the overall data analytics vision and strategy aligned with business objectives including developing and delivering data strategy, priorities, data governance, self-serve frameworks (internal and member/employer facing analytics), with a view for expanding this capability over time and supporting ongoing business innovation through the responsible use of data.
- Be accountable for developing GESB's brand strategy, defining the overarching brand mission, vision, values, and positioning, creating all elements of the brand identity (visual and messaging) and ensuring consistent application and communication across all channels. This includes conducting market research, competitor analysis, and consumer research to inform the strategy and metrics that monitor brand performance, analyse results, and make necessary adjustments to the strategy.

#### Management and Support

- Ensures data quality, accuracy, and security aligned to the broader organisational data governance, privacy and information security policies and procedures
- Oversees the timely raising, remediation and resolution of incidents including leading proactive changes to mitigate system themes identified
- Development of relevant policies and standards as required for GESB related to these functions including alignment to WA State Government and GESB policy.
- Prepares and presents various Executive, Board and Committee papers and presentations.

#### Communication and Stakeholder liaison

- Partners and collaborates with digital, product and service, office of the CEO, finance, relationships and education, policy, risk and compliance (and others as required) to ensure brand, communications, experience design and data analytics to uplift capability to improve member engagement, retention and outcomes
- Oversees brand governance, identity and advocacy initiatives to build trust, connection and relevance with members, employers, advisers and stakeholders
- Ensures consistency in tone of voice, language, and design across all channels, communications and campaigns, working collaboratively across CX, digital, product and communication teams
- Leads collaboration with legal, compliance, risk and external specialists to ensure adherence to legislative, regulatory and GESB obligations
- Is accountable for tendering, selection and managing the contract with appointed partners, applying relevant vendor management disciplines

- Builds and manages strong relationships with key internal stakeholders and external partners to ensure integrated planning, delivery and messaging across functions as well as continuous improvement

#### Other accountabilities

- Maintains an awareness of contemporary issues and knowledge of relevant legislation, standards and best practice relevant to the role including keeping abreast of the latest and emerging advancements in data analytics, CX and marketing/communications and brand including technologies, tools, and methodologies.
- Brings to life data findings in a manner to tell a story of the insights in an easy to understand engaging manner
- **Champions GESB's commitment to accessibility standards**
- 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

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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 [Multiple Area Leader](#).

Leaders in this context provide direction across multiple business areas to ensure alignment with organisational strategy. They oversee the implementation of operational strategies and take a lead role in shaping the short- and medium-term direction of these areas, ensuring coordinated delivery of outcomes that support GESB's strategic priorities.

Expected leadership behaviours are demonstrated through delivery of outcomes, quality of decision-making, collaboration across business areas, development of leaders, and contribution to organisational culture.

## Work related requirements

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- 10+ years' experience in senior leadership roles across brand, customer experience and marketing, ideally within superannuation, financial services or other highly regulated/member-based sectors
- Demonstrated experience in data strategy, analytics and insights and the use of data to support personalised customer experience, communication optimisation to insight member engagement actions and informed decision making
- Strong business acumen and ability to connect data, brand, communications and customer experience to business objectives and strategy
- Proven experience leading multi-disciplinary teams across member (customer) experience (CX), marketing (brand, content, retention campaigns & communications), including experience in digital communications and marketing
- Demonstrated success in developing and implementing organisation-wide CX strategies and capability, member segmentation psychographic models, and lifecycle engagement programs
- Strong track record in brand strategy, governance and positioning — with experience managing internal and external partners to deliver integrated outcomes
- Strategic thinker with demonstrated ability to turn insights into action, and deliver improved engagement and member outcomes
- Tertiary qualifications in Marketing, Communications, Business, Design, Psychology or a related discipline
- Postgraduate qualifications in Leadership, Customer Strategy, or Digital Experience (e.g. MBA, Executive Certificate) are highly regarded
- Formal training or certifications in CX (e.g. Human-Centred Design, Design Thinking) required
- Qualification and use of agile methodologies advantageous



## Special requirements

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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

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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 honor 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.