

## Position description – Head of Digital Experience

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### Job details

|                            |                      |                        |                                 |
|----------------------------|----------------------|------------------------|---------------------------------|
| <b>Position number:</b>    | 7264                 | <b>ANZSCO:</b>         | 139999                          |
| <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> | 10                              |

### 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 Digital Experience 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 Head of Digital Experience focuses on shaping and delivering exceptional digital experiences for members, employers, advisers and other stakeholders, aligning to GESB's strategic plan. This role leads the end-to-end digital strategy, roadmap and delivery of digital experience across GESB's digital channels, including member secure online and applications, public website and broader digital engagement for key stakeholders.

### Responsibilities

The Head of Digital Experience:

#### Leadership

- Develops, maintains and executes digital strategy that aligns with overall business objectives, identifying opportunities, and driving fit for purpose innovation within GESB's the risk and security posture
- Leads management of the Digital Experience Platform (DXP) and related digital tooling, ensuring integration with content, member (customer) experience (MX), campaign and service operations
- Provides leadership and direction to team, monitoring team progress, provides timely feedback, clear and consistent communication and proactively addresses performance issues and conflict within or external to the team
- 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

- Defines the overall goals and direction for the team, ensuring the team understands the purpose and alignment to the organisational objectives and values
- Ensures ongoing knowledge capture and management to ensure no key dependencies
- 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
- Drives digital innovation, promoting digital literacy and adoption, including managing organisational change related to digital initiatives
- Leads robust digital governance, ensuring compliance, risk management, and alignment with privacy and security standards and relevant laws
- Champions continuous improvement initiatives to uplift the ways of working for the team, peers, partners (as applicable), and member and other stakeholder experience
- Creates and sustains a psychologically safe, inclusive and high-trust culture that enables high performance, innovation, wellbeing and continuous improvement

#### Management and Support

- Uplifts digital capability, ensuring staff have the right skills and training to maximise value from current and emerging digital technologies and ways of working
- Oversees the design, development, management and operations of digital products and channels, ensuring a consistent and positive user experience aligned to user journeys, including utilisation of data to uplift and personalise the experience.
- Is accountable for the planning, prioritisation and delivery of digital solutions and service improvements aligned to GESB's strategic priorities
- Monitors the performance of digital initiatives, ensuring they meet objectives and return on investment
- Analyses digital data to identify trends, optimise performance and Search Engine Optimisation (SEO) to inform future strategies
- Manages and allocates the digital budget, ensuring efficient resource allocation
- Prepares and presents various Board and Committee papers
- Supports organisational transformation and digital uplift through cross-functional collaboration and a member outcomes focus
- Oversees the timely raising, remediation and resolution of incidents including leading proactive changes to mitigate systemic themes identified

#### Communication and stakeholder liaison

- Builds, manages, and motivates high-performing digital teams
- Partners and collaborates with product and service, office of the CEO, finance, relationships and education, policy, risk and compliance, brand, communications, experience design and data analytics (and others as required) to ensure to uplift capability to improve member engagement, retention and outcomes
- Is accountable for managing the contract with partners, applying relevant vendor management disciplines
- Works collaboratively across the organisation and with partners to create a unified digital customer experience
- Supports the design and execution of member retention campaigns including taking action
- Championing seamless, user-centric digital experiences across all channels

#### Other accountabilities

- Maintains an awareness of contemporary issues and knowledge of relevant legislation, standards, global digital trends and best practice to future focused digital superannuation and retirement offering
- Champions GESB's commitment to digital accessibility
- 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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- Experience in introducing and embedding agile ways of working
- Proficient in various digital tools and platforms, such as content management systems, digital experience platform, analytics tools, and customer relationship management software etc.
- Demonstrated understanding of Search Engine Optimisation (SEO), social media marketing, and web design
- Experience with data analysis and insights to interpret and shape customer experience to guide and inform decisions
- Familiarity with programming languages, such as HTML and CSS, beneficial
- Strong understanding of various stages of end to end software testing including experience in automated testing
- Demonstrated understanding of security requirements as it pertains to digital offerings
- Degree in Business, Commerce, or Marketing, Information Technology, Computer Science, Engineering, Digital Strategy, Innovation, or a related field
- Postgraduate qualifications (e.g., MBA or Masters in Digital Transformation) advantageous.
- Certification in human centred design beneficial
- 10+ years of senior leadership experience in digital (mandatory) and technology roles

## 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.