Parenting Research Centre

Position Description

Position Title	Senior Project Officer, Web Production
Time Fraction	1.0 EFT
Tenure	Fixed Term Contract (ending 31 January, 2027)
Reports to: Supports: Positions reporting to this position:	Web Producer Raising Children Network – Web Producer, Managing Editor, Content Manager and other web personnel Project Officer – Raising Children Network
Classification Reviewed	Specialist February 2026
Working Relationships	Internal – as part of the raisingchildren.net.au web production team, works closely with the Web Producer and Digital Project Officer, the editorial team, the wider Raising Children Network project team and collaboratively across the Parenting Research Centre. External – liaises with project consortium partners, government departments, contractors, suppliers, stakeholders, and other agencies as required.

Position Overview

The Parenting Research Centre (PRC) is committed to a high standard of excellence in all endeavours. Ensuring that products and services are evidence-informed, best practice, and meet the need is important to us. In the spirit of this commitment, the Senior Project Officer, Web Production works within the Raising Children Network team to respond to the current and emerging needs of a trusted, independent, evidence-based online resource for Australian parents.

The Senior Project Officer, Web Production contributes to strategy and direction for digital innovation and promotion of raisingchildren.net.au, and leads dedicated production projects to deliver required outcomes.

The position maintains website performance and works with the RCN technical partner to resolve website issues and drive new digital projects. The position manages content

language translation to ensure accessibility for diverse audiences, and monthly newsletter communication with key audiences.

This Full-Time role requires close coordination with developers and the Web Producer to drive the delivery of project outcomes and maintain the project's quality standards. The position provides managerial oversight for a Project Officer (two days per week), guiding their alignment with project goals and supporting their skills development.

Through strategic foresight, hands-on project leadership, and awareness of emerging technologies, the Senior Project Officer, Web Production directly contributes to advancing raisingchildren.net.au's digital presence and strengthening our engagement with our audiences.

Key Responsibilities

New projects
  - Identify opportunities for site technical improvements and innovation (eg, adoption of AI technology), and drive discussion and exploration of these.
  - Assist in developing high-quality planning and briefing documents for technical providers, other suppliers, RCN Board or stakeholders, as needed.
  - Provide guidance on and drive the planning, design, production and integration of new website functionality, features and content, incorporating UX research and accessibility considerations, as required.
  - Assist the Web Producer with website project management and manage projects independently as required.

Web production and website maintenance
  - Identify and escalate critical site issues through to resolution, working with technical partners to deliver new site functionality and manage large-scale technical upgrades, and day-to-day site maintenance.
  - Monitor CMS and site functionality, and log and progress site maintenance support tickets.
  - Coordinate the web team's cross-device testing of new content, features and upgrades.
  - Upload, test and check new content as required.
  - Image handling, including sourcing, formatting and uploading images, and managing RCN image libraries.
  - Oversee maintenance of site links, using link checker reports.
  - Other CMS work and maintenance, as required.

Research and reporting
  - Remain current with emerging technologies that broaden the reach of raisingchildren.net.au and enhance access to content for parents, carers and professionals.
  - Employ Google Analytics, Google Search Console and external site monitoring services to monitor and analyse site performance, generate a regular site

performance report, and suggest site improvements based on findings.

- Attend conferences, workshops and presentations and report findings to the RCN team.
- Present to the RCN team, stakeholders and the public as needed on project developments and progress, and other topics of interest.
- In all areas of the role, identify and report risk, and manage and escalate issues as needed.

Newsletters

- Manage the production of monthly newsletters and one-off alerts, and report key data.
- Drive changes to newsletter design and casting, informed by usage metrics, conversion rates, and other relevant data.
- Lead internal discussions and make suggestions for growing the subscriber list (audience).
- Oversee management of subscriber lists.
- Manage invoicing related to newsletter production.

Content translation and accessibility

- Manage, implement, update and maintain all new and existing translated content on the website, using an external translation service.
- Create and maintain printable versions of translated resources.
- Coordinate all aspects of new video transcript production and ongoing maintenance of these assets.
- Other projects for culturally and linguistically diverse audiences and accessibility projects as required.

Key Selection Criteria

Essential

- Tertiary qualification in a relevant field e.g. Communications, Social Sciences or Information Communication Technology (ICT)
- Minimum 3 years demonstrable experience in a similar role.
- Demonstrated experience working with content management systems and related systems and platforms
- A user-centred focus on web design and production, and a very sound understanding of the digital environment
- Demonstrated experience driving project work and delivery of high-quality outputs within tight timeframes
- Experience managing small teams in delivery of projects.
- Ability to contribute ideas to enhance RCN's digital offerings and reach
- Understanding of the creative and technical production of digital content, and a good working knowledge of technical and online design issues
- Experience managing the test phase of web projects
- Well-developed conceptual, analytical and problem-solving skills commensurate with years of experience

- Demonstrated success in working collaboratively with multidisciplinary partners
- Applied knowledge of online user behaviour, trends and terminology
- Sound knowledge of HTML
- Ability to prepare high quality documents, such as briefs, reports and presentations
- A high-level working knowledge of the Microsoft and relevant Adobe suite of programs, and the ability to quickly learn new systems.
- Current successful National Police Check or willingness to undergo one.

Desirable

- Knowledge in the area of family and parenting support, child disability and contemporary parenting issues
- Working knowledge of photo-editing software.

Personal Competencies Required	Position Competencies Required
Practices with a high level of integrity and professionalism in all aspects of a role	Knowledge of and a commitment to the values of PRC A strong philosophical commitment to the development and dissemination of online, evidence-based information and support.
Commitment to producing work of high quality Motivated to work in the online environment	Experienced in producing quality outcomes according to planned timelines. Strong project management skills including writing skills and careful attention to detail. Demonstrated ability to transition to a wide range of software relevant to Content Management Systems and experienced in liaising with digital professionals.
Ability to be proactive and positive in solving problems	Demonstrated decision making and problem-solving skills. Experienced in communicating issues and working according to line management and organisational processes.
Commitment to the ongoing development of a strong team culture	Demonstrated communication and interpersonal skills including effective

Eager to participate and contribute to a team environment	collaboration to achieve the desired end result.
	Experience in effective problem resolution, negotiation, ability to work with professionals from diverse backgrounds and teamwork.
Commitment to ongoing professional development	Demonstrated motivation to understand changing online user behaviour and trends.
	Understanding and knowledge of Quality, OH&S and Equal Opportunity principles.