

Position Description – Digital Experience Manager

Updated 12/06/2026

POSITION DETAILS

Portfolio	Deputy Vice-Chancellor (Students)
Organisational Unit	Marketing and Student Recruitment
Supervisor (Title)	Associate Director Customer Experience and Digital Strategy
Classification	Higher Education Officer Level 8
Employment Type	Continuing, full-time

POSITION SUMMARY

Under broad direction, the Digital Experience Manager leads the strategic development, design, delivery and continuous improvement of Flinders University's web ecosystem across all websites (including external, student, staff, and Library sites). The role delivers a seamless, user-centred digital experience that drives engagement, performance and conversion, aligned to institutional priorities and brand strategy.

The incumbent will lead a multidisciplinary team of digital specialists, including content designers, UX/UI designers, front-end and back-end developers and College content producers, to deliver high-quality web experiences underpinned by best practices in UX, UI, SEO, accessibility and information architecture. They will oversee delivery governance, workflows, resource allocation and capability development across a decentralised web ecosystem, ensuring consistency, quality and ongoing service performance across all digital touchpoints.

The Digital Experience Manager will play a key role in driving major web platform transformation initiatives, including content redesign, website migrations, personalisation and feature enhancements, in close collaboration with internal stakeholders across Marketing, IDS, International and Student Experience portfolios.

UNIVERSITY EXPECTATIONS AND VALUES

All staff at Flinders are responsible for understanding their obligations and responsibilities as set out in the University's code of conduct and are expected to:

- demonstrate commitment to the University's values of Integrity, Courage, Innovation, Excellence, and the underlying ethos of being Student Centred;
- contribute to the efficient and effective functioning of the team or work unit to meet the University's objectives. This includes demonstrating appropriate and professional workplace behaviours, providing assistance to team members, if required, and undertaking other key responsibilities or activities as directed by one's supervisor;
- promote and support an inclusive workplace culture which values diversity and embraces the principles of equal opportunity;
- perform their responsibilities in a manner which reflects and responds to continuous improvement; and
- familiarise themselves and comply with the University's *Work Health and Safety, Injury Management and Equal Opportunity* policies.

Flinders University is committed to providing a safe, respectful and inclusive environment, free from gender-based violence. Appointment to this role is conditional on the completion of required pre-employment checks and declarations, each of which must be satisfactory to the University. This includes a Gender-Based Violence declaration, in accordance with the National Higher Education Code to Prevent and Respond to Gender-Based Violence (2025), and a Nationally Coordinated Criminal History Check.

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KEY POSITION RESPONSIBILITIES

The Digital Experience Manager is accountable for:

1. **Strategic Leadership** – Lead the development and execution of a user-centric web experience strategy aligned with institutional priorities. This includes oversight of the university's web platforms, design system, and service model to ensure Flinders University delivers a seamless, accessible and engaging digital experience across all websites and audiences.
2. **User experience optimisation** – Champion best practice in UX, UI, SEO, accessibility and interaction design, leveraging data insights, user research and behavioural analytics to continuously improve digital experiences. Lead the translation of strategy into intuitive, high-impact user journeys in partnership with cross-functional delivery teams.
3. **Stakeholder engagement** – Partner with key university portfolios (including Marketing, IDS, Student Experience and International) to ensure digital experiences align with University priorities and user needs. Act as a key digital leader in governance forums, shaping direction, prioritisation and delivery outcomes across the web ecosystem.
4. **Content and information architecture governance** – Ensure all web content and digital experiences adhere to a consistent, user-first approach, underpinned by clear information architecture, accessibility standards and design system principles. Reduce duplication, improve findability and maintain governance across decentralised content publishing.
5. **Project and workflow management** – Oversee the planning and execution of web-related projects, from personalisation strategies to large-scale content migrations and new features, ensuring timely execution, effective resource allocation, adherence to best practices and alignment with strategic goals.
6. **Team leadership and development** – Lead a high-performing, multidisciplinary team including UX specialists, content designers, front-end and back-end developers, and content producers. Provide coaching, direction and performance leadership to build capability, foster collaboration and drive continuous improvement across the team.
7. **Interdepartmental capability-building** – Develop and deliver capability-building programs for AEM users and content contributors across the University. Ensure decentralised web authors follow governance frameworks, accessibility standards and digital best practices.
8. **Technology and innovation** – Stay ahead of emerging trends in web experience, UX design, content technology and Artificial Intelligence. Work with UX designers and web developers to implement innovative enhancements that elevate the digital experience. Support experimentation and prototyping of new web features and patterns.
9. **Performance and continuous improvement** – Monitor key web metrics, implement A/B testing, and leverage analytics to inform decision-making. Identify opportunities for optimisation, innovation and improved user outcomes across the web ecosystem.
10. **Providing leadership in web content and user experience governance** - Ensure all content and UX design is lean, structured for searchability, inclusive, and aligned to an enterprise-level information architecture and design system.
11. **Systems, Tools and Operational Enablement** Oversee the effective use of digital delivery and workflow tools (including Wrike, Service One and related systems), ensuring teams and stakeholders are enabled to manage work efficiently and transparently.
12. **General Responsibilities** - Any other responsibilities in line with the level of the position as assigned by the Supervisor and/or the University.



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KEY POSITION CAPABILITIES

- Tertiary qualifications in UX design, human-centred design, interaction design, digital design, information architecture, marketing, or a related field, or an equivalent combination of experience and/or education and/or training.
- Extensive experience in Service Design, UX, UI, CX, and/or a similar role.
- Demonstrated strategic thinking and facilitation skills, with the ability to lead workshops, co-design activities and decision-making processes that deliver user-centred outcomes aligned with organisational objectives and brand.
- Practical experience using modern digital design, prototyping and AI-enabled delivery tools (e.g. Figma, Miro, Adobe Creative Suite, ClaudeCode, Cursor, Lovable) to support collaboration, design-to-development handover, workflow efficiency and digital innovation.
- Demonstrated experience leading or working within large-scale digital ecosystems and web platforms, including responsibility for the design, structure, performance and continuous improvement of complex websites, preferably within a higher education or similarly complex environment.
- Extensive experience working with content management systems and digital experience platforms (including Adobe Experience Manager and WordPress), with an understanding of how content, design and development intersect to deliver scalable digital experiences.
- Demonstrated commitment to UX, UI and human-centred design practice, including information architecture, accessibility (WCAG 2.0 AA), SEO, usability and design thinking methodologies and current digital design standards applied to end-to-end digital experiences.
- Experience in establishing and supporting digital governance, service delivery models, training programs and capability frameworks to ensure consistent, high-quality web publishing across decentralised environments, including the use of contemporary collaboration and workflow tools.
- Experience in designing and implementing processes, workflows and delivery systems that support digital service provision, platform management and continuous improvement.
- Demonstrated experience managing digital experience, UX or web platform projects, including feature enhancements, redesigns, migrations and optimisation initiatives.
- Experience in supervising and guiding multidisciplinary digital teams, including UX specialists, designers, developers and content practitioners, including allocation of work and delivery oversight.
- Demonstrated communication, stakeholder engagement and service leadership skills within a complex organisation, with the ability to translate strategic intent and design concepts into practical digital outcomes for diverse audiences.
- High-level organisational and prioritisation skills with the ability to manage competing demands, maintain attention to detail, and deliver outcomes in a fast-paced digital environment.
- Strong interpersonal and stakeholder management skills, with demonstrated ability to collaborate across marketing, IT, student experience and other portfolios to deliver integrated digital experiences.