

Position Title	Web Content Developer	Reporting to	Information Technology Manager
Business Unit	Business Services – Information Technology	Direct reports	NII
Classification	Level D	Date	July 2022

Our Organisation

The Royal Australian College of General Practitioners (RACGP) is the voice of General Practitioners (GPs) in our growing cities and throughout rural and remote Australia. For more than 60 years, we've supported the backbone of Australia's health system by setting the standards for education and practice and advocating for better health and wellbeing for all Australians.

We cultivate a stronger profession by helping the GPs of today and tomorrow continue their professional development throughout their careers, from medical students and GPs in training to experienced GPs. We develop resources and guidelines to support GPs in providing their patients with world-class healthcare and help with the unique issues that affect their practices. We're a point of connection for GPs serving communities in every corner of the country.

Australia's GPs see more than two million patients each week, and support Australians through every stage of life. The scope of general practice is unmatched among medical professionals, so the RACGP supports members to be involved in all areas of care, including aged care, mental health, preventative care and Aboriginal and Torres Strait Islander Health.

Patient-centred care is at the heart of every Australian general practice and at the heart of everything we do.

Our Values

RACGP Employees are expected to uphold our workplace values:



Progressive leadership Forward thinking and proactive leaders who lead by example and empower employees to create and drive innovation



Quality Honouring our Organisational Vision and Mission Statement by constantly striving for excellence in service delivery and advancement in the field



Ethics Committed to acting with morality, integrity and transparency in serving the best interests of all stakeholders



Professionalism Dedicated professionals who respect and collaborate with others and are fully accountable for their actions.

Your Team

The Information Technology department provides service support to members and to staff of the RACGP. Its core function is to support the provision of information and operational services in Technology, with responsibility for providing a suite of fully integrated and supported technology services to RACGP members and staff enabling them to do their job efficiently and seamlessly.

Your Role

In this role, you will develop, update and maintain the RACGP's online resources and contribute to the accessibility of knowledge and information that RACGP's 40,000+ members use in their profession. You will work in a modern technology stack and align with industry standard deployment best practice. You will participate in our agile delivery practice working closely with our development and testing teams to efficiently complete backlog requests and project activities enabling high quality business outcomes.

Key Responsibilities

- Creating unique, simple-to-understand, and user-friendly content using good SEO techniques.
- Writing new web content and editing existing content.
- Editing and proofreading new content before publication.
- Reviewing and providing feedback on content related to web applicability and accessibility.
- Testing web functionality and contributing to achieving an excellent website accessibility rating.
- Being a key contact for RACGP's digital online accounts.
- Creating and maintaining project specification documentation such as user manuals.
- Collating and reviewing reports and project documentation.
- Comply with all relevant workplace policies and procedures.
- Other duties as required

Qualifications and Experience

Essential

- Ability to prepare clear well written user and technical specifications. Ability to provide constructive advice on the writing of content for online consumption/delivery. Ability to effectively liaise, communicate and seek feedback from team members and management to achieve team goals
- Sound knowledge of and experience using web development software, CSS, FTP, HTML, content management systems, image manipulation and editing
- Ability to listen and communicate effectively with our customers
- Dependable handling of confidential data, managing security, abiding by privacy regulations
- Absolute accuracy and attention to detail

Highly Desirable

- Knowledge of scripting languages
- Experience programming responsive websites (adapts dynamically and seamlessly for screen sizes)
- Some experience in project management and detailed knowledge of at least one project management methodology
- Umbraco and Kentico training or knowledge
- Experience in Google analytics, Webmaster tools

Your Relationships

Your role requires interaction with internal and external stakeholders including:

Internal:

- Marketing and Communications Teams
- Managers and owners of web-based services
- Technology teams
- RACGP staff

External:

- General Practitioners (members)
- Practice Staff
- Service Providers