



Position Description – Digital Experience Engineer

DIVISION & TEAM	People & Brand Design	REPORTS TO	Manager, Design Lab (or any other position as determined and advised by JSCL)
BAND	G		
FUNCTIONAL RELATIONSHIPS	<i>INTERNAL</i> • PAN ORG - MARKETING, BUSINESS UNITS/FUNCTIONS, AND PEOPLE & CAPABILITY	<i>EXTERNAL</i> • THIRD PARTY SUPPLIERS	
DOES THIS ROLE HAVE DELEGATED AUTHORITY?	NO		

1. ROLE PURPOSE

The Digital Experience Engineer is responsible for developing, maintaining, and enhancing the organisation's websites and digital platforms. This role contributes to the delivery of high-quality, user-focused, and brand-aligned digital experiences, working collaboratively with designers, content creators, marketers, and other stakeholders. The position requires solid technical capability, an understanding of best practice web standards, and the ability to deliver reliable solutions with minimal supervision.

Examples of outputs are websites, intranet pages, user interfaces, Jade Platform web experiences and emails.

2. KEY ACCOUNTABILITIES & EXPECTATIONS

Web Development and Maintenance

- Design, develop, and maintain responsive, accessible, and performant websites and web applications.
- Translate design concepts, wireframes, and business requirements into functional web solutions.
- Write clean, maintainable, and well-documented code following best practice standards.
- Troubleshoot and resolve issues across browsers, devices, and platforms.

Brand and User Experience Alignment

- Ensure web solutions align with brand guidelines, visual identity, and user experience principles.
- Monitor and report on website performance, providing insights and recommendations for improvement.
- Apply a user-centred approach to development, considering accessibility, usability, SEO, and performance.
- Support consistent and high-quality presentation across all digital touchpoints.

Collaboration and Stakeholder Engagement

- Work closely with designers, project managers, and other developers to deliver agreed outcomes.
- Participate in discussions around technical approaches, solutions, and trade-offs.
- Clearly communicate progress, risks, and recommendations to relevant stakeholders.
- Take end-to-end accountability for the quality, consistency, and outcomes of digital experiences across their full lifecycle. This includes shaping experience vision, translating user and business needs into well-crafted solutions, and ensuring experiences are delivered, maintained, and evolved to a high standard.

Content Management and Platforms

- Manage and develop websites using content management systems (CMS), ensuring content is accurate and up to date.
- Configure templates, plugins, and integrations as required.
- Support content authors and assist with platform improvements.

Project Delivery

- Assist in estimating effort and timelines for web development tasks and projects.
- Deliver allocated work packages on time and to required quality standards.
- Support software including testing and deployment processes, including fixes and enhancements post-launch.

Continuous Improvement and Learning

- Stay up to date with current and emerging web development technologies, tools, and trends.
- Apply contemporary best practices in areas such as performance optimisation, security, and accessibility.

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- Contribute ideas for improving development processes, tools, and digital products.
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Technical Leadership and Capability Building

- Leverage AI as both a capability multiplier and an embedded experience feature, enabling adaptive and personalised experiences, conversational interfaces (such as chatbots and assistants), and AI-augmented design and development practices.
 - Design and build robust digital solutions using core web technologies including HTML, CSS, JavaScript, and TypeScript, alongside frameworks such as Jade Platform Orb, Angular, or React, while adhering to industry best practices and standards.
 - Create appropriate powerful web experiences in HubSpot enabling the integration of websites with marketing, CRM, and automation tools, ensuring stronger business outcomes.
 - Apply strong relationship management skills to collaborate effectively with cross-functional teams, present work confidently to stakeholders, and contribute insights and ideas to continuous improvement initiatives.
 - Mentor, coach, and support others to adopt existing and emerging technologies, building capability across teams and enabling the creation of engaging, high-quality digital experiences.
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Jade Core Operating Principles

- **CUSTOMER LED**
We focus on what matters most to our customers and measure success by the outcomes we help them achieve - not just the work we deliver.
 - We are curious to understand our customers context.
 - We earn trust by delivering value, not just software.
 - We understand value, growth and satisfaction are interlinked.
 - **AUDACIOUS TOGETHER**
We work as one team to challenge the status quo and find better ways. We are bold in our thinking and honest with each other to lift performance.
 - We speak up, because better ideas come from honest dialogue.
 - We say no to settling, we back ourselves to go big.
 - We move at pace, we decide and then commit as one.
 - **DEPENDABLE BY DEFAULT**
We take ownership and follow through. We deliver what we say we will, and build trust through consistent, reliable execution.
 - We own the outcomes not just the tasks.
 - We show-up with a 'can-do' attitude.
 - We mind the gaps and help each other to find a way through.
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Personal Development

- You have an established training and development plan, in consultation with your People Leader and you commit to delivering against it each year.
 - You engage in regular development conversations with your People Leader and actively work on areas of your development.
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Safety & Wellness

- You actively participate in and support safety and wellness initiatives.
 - You understand and comply with our safety and wellness policies and procedures including emergency procedures.
 - Report all accidents and incidents, including discomfort and near misses promptly.
 - You keep your work area tidy and clear of clutter and hazards.
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Other duties as may be reasonably required from time to time.

3. PERSON SPECIFICATION

	ESSENTIAL	PREFERRED/DESIRABLE
Education/Training	Relevant tertiary qualification in Information Technology, Software Development, Digital Technologies or a related discipline, or equivalent practical experience.	- Experience or certification in HubSpot CMS, WordPress, Jade Platform Orb, Adobe Creative Suite, Figma or related technologies. - Additional training or certifications in AI, web technologies, UX/UI design, accessibility or digital platforms.
Experience/Knowledge/Skills	- Minimum 5 years' experience in a web development, digital experience, front-end engineering or similar role. - Strong proficiency in HTML, CSS, JavaScript and TypeScript, with experience using modern frameworks such as Angular, React or equivalent technologies. - Proven experience developing, deploying, maintaining and optimising websites, digital platforms and user experiences. - Strong understanding of web accessibility, responsive design, usability, SEO and performance optimisation best practices. - Experience working with content management systems, APIs and third-party integrations. - Demonstrated ability to translate business requirements and design concepts into scalable, high-quality digital solutions. - Exceptional written, verbal and interpersonal communication skills, with the ability to communicate complex technical concepts to both technical and non-technical audiences. - Strong stakeholder management and relationship-building capability, with the ability to influence outcomes and build credibility across all levels of the organisation. - Proven ability to effectively manage multiple priorities, competing deadlines and changing business needs within a fast-paced environment. - High levels of resilience, adaptability and personal accountability, with the ability to remain effective under pressure and navigate ambiguity confidently. - Strong problem-solving and critical thinking skills, with the ability to exercise sound judgement and work autonomously. - Demonstrated commitment to collaboration, continuous improvement and knowledge sharing. - Experience mentoring, coaching or supporting others to build capability and adopt new technologies and ways of working. - Customer-focused and commercially aware, with the ability to balance user needs, technical requirements and business outcomes.	