



Australian Government

IP Australia



Thank you for considering IP Australia as your next career move. Our purpose is to enable Australians to benefit from great ideas by providing a world-leading intellectual property (IP) system. Trade, investment and commercialisation all depend on an innovation ecosystem that is modern, effective and efficient and this ensures Australian industry is resilient and internationally competitive.

Innovation and a commitment to customer service excellence underpin our operations. We harness data and technology (including AI), to continually improve the quality and effectiveness of our products and services. We are committed to adaptation, embracing change and finding new ways to meet the current and future needs of the IP system – including through our in-house innovation lab, IPA Ventures. This requires a culture of curiosity, and openness to feedback.

Our people are our greatest asset. We're a high-performing agency, invested in building staff capability, creating career pathways and shaping a positive and inclusive culture, where everyone

belongs. To ensure we attract the best and brightest minds, careers at IP Australia provide challenging opportunities to develop leadership and management skills, contributing to our position as leaders of IP rights administration in the region.

Our People Strategy and Diversity and Inclusion Strategy guide these commitments and set clear expectations for managers and employees, reinforcing the values and expected behaviours of all staff.

We recognise the benefits to individuals and teams of balancing work with everything else in life. We have a genuinely hybrid workplace and with this embedded flexibility, we

deliver a more agile and inclusive environment that attracts and retains the best talent and supports wellbeing.

I'm extremely proud of the vibrant and inclusive culture we have built, and the range of networks that support our people to thrive in the workplace. The work we do at IP Australia makes a difference. It directly benefits Australia's economic prosperity by rewarding creativity, promoting investment and encouraging technological advancement.

I hope you'll join us!

Michael Schwager
Director-General
IP Australia





Message from the Director General

Text version of the picture on the front page

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Candidate Kit

Position Title:	Web Product Owner & Management
Classification:	Executive Level 1
Employment status:	Ongoing
Number of vacancies:	One
Employment type:	Full-time
Salary:	\$119,737 – \$134,764 + 15.4% employer super contribution (pro-rated for part-time)
Section:	Digital Experience
Group:	Customer Experience
Location:	Canberra on Nggunawal Country preferred, other locations considered
Security Classification:	Not Required
Contact officer	Scott Mulholland (02) 6283 2137 scott.mulholland@ipaustalia.gov.au

Group Responsibilities

The Customer Experience Group (CEG) is responsible for understanding the customer journey and identifying and implementing customer service improvements across IP Australia. This is achieved by ensuring sound processes are in place for IP Rights processing; management and administration of the customer contact centre and customer feedback channels; the delivery of communication services; and effective management of externally facing digital products.

CEG ensures IP Australia's education and awareness activities are aligned, targeted and effective to facilitate a broader understanding of the value of, and access to the intellectual property system among our customers and stakeholders. The Group plays a lead role in building customer-centric capability across IP Australia by providing insight and expertise to inform better decision making. This drives high quality, effective customer service to meet customer needs both now and into the future.

Section Responsibilities

At IP Australia, our vision is to deliver world leading IP services that are modern, effective and efficient to ensure all Australians benefit from great ideas. To achieve this, we are continuously working to create a better experience for our customers when applying for and managing their IP rights. Digital Experience is responsible for managing IP Australia's customer facing digital platforms and is responsible for the continued improvement of IP Australia customer experience.

Our Opportunity

The role of the Web Product Owner & Management is to holistically manage IP Australia's corporate website experience. The Product Owner is a critical role in ensuring IP Australia provides an exemplary digital experience through continuous improvement of IP Australia's corporate website offering. The role is focused on driving value, gathering feedback, making decisions, and ensuring the customer is the centre of everything we do. Providing a bridge between internal and external stakeholders, the Web Product Owner & Management role is responsible for continuously improving IP Australia's corporate website experience based on customer feedback and in alignment with IP Australia's strategic objectives.

This role will work within our highly experienced Digital Experience section who have demonstrated their ability to rapidly shape and deliver digital transformation for our customers. The Web product Owner will lead staff and stakeholders as well as support the Digital Experience Director. The role will actively support efforts to improve Customer Centric capability across IP Australia through improving IP Australia's customer experience and utilising customer data to inform decision making.

We are looking to fill this position on an ongoing basis. Future positions may be offered on an ongoing or non-ongoing basis subject to operational requirements. Where a non-ongoing position is offered, the role will be filled for a specified term of up to 18 months. A specified term may be extended up to a maximum period of three years.

At the end of the recruitment process, a merit pool of suitable candidates may be created. Those found suitable will be advised that they have been placed in the pool. The merit pool is valid for 18 months from the date the process was advertised. The merit pool may be used throughout the period to fill similar positions in the event positions become vacant.

Job specific duties include:

- develop and manage product delivery and strategy roadmaps
- manage deliverables using agile principles and approach
- manage contracts, delivery partners, internal and external stakeholders of the website
- define and manage product backlog with available resources
- encourage an innovative culture including customer centricity and data-driven decision-making approach
- work closely with a multidisciplinary team to deliver website sustainment and continuous improvement
- create and maintain a collaborative, innovative and efficient working environment
- prepare a range of written material including business cases, executive briefs, decision papers, reports, and corporate documentation
- make informed decisions based on customer experience, data analytics and professional judgement
- manage a small dynamic team, providing support and leadership and maintaining accountability for the achievement of outcomes.

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Job specific capabilities

The successful candidate will possess the following:

- be highly motivated to achieve results
- have excellent stakeholder relationship management skills
- work well under pressure and be confidently able to manage competing priorities
- demonstrated capability in creating and delivering digital user experience strategies
- ability to leverage and analyse data to make informed business decisions
- ability to work independently in a small team with broad responsibilities
- strong people skills and the ability to work flexibly and collaboratively in a fast-paced environment
- ability to lead, manage and motivate a small multidisciplinary team
- Experience in relevant information technology, experience in digital product ownership approach and leadership
- Experience in managing digital delivery in a modern Digital Experience Platform.

It is expected that all IP Australia employees:

- demonstrate attitudes and behaviours responsive to workplace change (including participate in and encourage others to participate in change and contribute to successful outcomes)
- improve organisational performance through effective engagement with and management of risk within relevant sphere of influence
- establish clear expectations and create an environment to achieve stated goals and objectives, take ownership and honour commitments
- uphold and maintain the APS Values and Code of Conduct
- maintain an understanding of their/worker responsibilities under the *Work Health & Safety Act 2011* (WHS Act) and a commitment to promoting a healthy and safe workplace.

Applicants are encouraged to refer to the attached Capability Framework documentation which outlines agency wide behavioural descriptors for the five core capabilities at this classification.

Eligibility requirements for employment at IP Australia

Under section 22(8) of the *Public Service Act 1999*, employees must be Australian citizens to be employed in the Australian Public Service (APS).

All applicants offered employment will be required to successfully undergo a pre-engagement screening check, even if they have a security clearance. The screening check involves reviewing your background & personal circumstances to minimise

risks in giving access to IP Australia information/resources. This screening check is conducted in accordance with the Australian Government Protective Security Policy Framework requirements.

Some applicants may be able to obtain and maintain a security clearance at a specified clearance level – please check the vacancy information section for security clearance requirements.

The successful applicant must be willing to disclose all relevant and required information.

How to apply

Applications must be submitted through IP Australia's online recruitment system, IP Hire. If you have difficulties using IP Hire, please contact the Recruitment Solutions team on 02 6283 2567.

To apply for this vacancy, you are asked to complete the online application form which includes submitting:

- A one-page statement (max 750 words) outlining how your skills, knowledge, and experience make you the right person for the role. You should include details of relevant achievements/examples that demonstrate your suitability.
- A current CV detailing recent employment history which is relevant to the advertised position.
- The name and contact details of two referees.

Most of the communication you'll receive about this process will be via email so please take this into consideration when submitting your application. For example, it is best not to use a work email if you are going on leave as we cannot change the process to accommodate the non-receipt of emails.

How you will be assessed

IP Australia use competitive merit-based recruitment processes. Candidates will be assessed against the job specific capabilities and duties, so it is important you frame your response around these.

IP Australia has its own capability framework that provides clarity and consistency for a professional and highly competent workforce, now and into the future. There are five core capabilities, relevant to each classification, and a +1 technical capability which varies depending on the role.

IP Australia uses a range of assessment methods which may include application and resume assessment, interview and/or written assessment and/or psychometric assessment and the collection of a referee report/s.

Diversity and inclusion

We celebrate and champion diversity to ensure we reflect the community we serve, and pride ourselves on our inclusive culture. We welcome applications from Aboriginal and Torres Strait Islander peoples, people of all genders, people with disability, people from culturally and linguistically diverse backgrounds, those who identify as LGBTQA+, mature aged employees and carers.

Reasonable adjustments

We want you to be able to shine in the assessment process so if you require any personalised adjustments to assist you to participate fully in this recruitment process, please indicate this in your application form (or by contacting the Recruitment Solutions Team).

A member of either the Recruitment Solutions Team or the Selection Panel will contact you to discuss your needs. All reasonable requests for adjustments will be facilitated if possible. Personalised adjustments are also available to employees who commence with IP Australia to assist them to perform the duties of their role to the best of their ability.

Any information provided is private and confidential and will only be used to provide accommodations and will in no way determine the outcome of an application.

RecruitAbility

The [RecruitAbility scheme](#) has been applied to this vacancy. RecruitAbility is a scheme which aims to attract and develop applicants with disability.

Applicants with disability who opt into the scheme; declare they have disability; and meet the minimum inherent requirements of the vacancy will be advanced to a later stage in the selection process. Merit remains the basis for engagement and promotion.



About IP Australia

IP Australia is the Australian Government agency responsible for administering Australia's intellectual property (IP) rights system, specifically patents, trademarks, designs, and plant breeder's rights. IP Australia also undertakes programs to educate and promote an awareness of IP, provides IP policy input to Government, develops legislation to support the IP system and contributes to bilateral and multilateral negotiations to improve IP protection internationally.

Australia's IP rights system supports innovation, investment, and international competitiveness. IP investment in Australia is valued at about 40 billion dollars.

We are an Australian Government agency with a passion for bright ideas, offering a great work-life balance, flexible working arrangements and rewarding career paths in the IP industry and/or Australian Public Service.

IP Australia embraces flexibility, including hours and location. Most of our roles can be done from anywhere in Australia, as long as you have reliable internet connection and an appropriate office set-up. We have offices in Canberra (Ngunnawal Country) and Melbourne (Naarm) for employees who are located within a reasonable distance to the office and most employees work a mixture of days in the office and days from home. Employees who are not located near an office, work completely remotely.

**Live
Work
Achieve**

IP AUSTRALIA - TOGETHER WE CAN.

- **FLEXIBILITY**
Maintain a balanced lifestyle.
- **PRIDE IN THE WORK WE DO**
Contribute to high quality outcomes every day.
- **A SENSE OF BELONGING**
Enjoy a sense of belonging and purpose, rich with diversity.
- **PROFESSIONALISM**
Use your expertise in a rewarding and fulfilling environment.
- **INTERNATIONAL REPUTATION**
Work with world leaders in intellectual property.
- **THE AUSTRALIAN PUBLIC SERVICE**
Experience all the advantages of the APS, with the size and agility of enterprise.

Working in the APS

Australian Public Service (APS) [Values](#) guide us through our working lives, setting expectations for shared behaviour that keep our workplace harmonious and productive. The values are also a promise to the people of Australia that we can be trusted to act with integrity, in their service and in accordance with the Public Service [Code of Conduct](#).

You can find out more about the APS's Employee Value Proposition here: [Work with us | APS jobs](#)



CAPABILITY FRAMEWORK - RELEVANT TO EXECUTIVE LEVEL 1



Agility and innovation – lead and empower a culture of agility and innovation

- Independently or collaboratively develop new insights, solutions and recommendations for complex situations.
- Regularly scan the horizon and undertake research and analysis where appropriate to anticipate and address issues, identify opportunities, innovative methods, trends, capabilities and products.
- Select the most effective solution for the benefit of the organisation and effectively communicate the benefits and risks to the decision-maker.
- Lead the team to adapt and participate in change activities to contribute to business group outcomes.



Customer centric – lead and empower a culture of quality customer service

- Actively engage internally and externally where relevant to improve outcomes for customers.
- Actively engage with customers to ensure equitable access to services.
- Monitor customer service and service delivery functions, including anticipating and identifying customer service needs, collecting evidence to inform decisions, and implementing solutions that deliver quality customer centric outcomes.
- Promote, lead and embed customer centric behaviours within a team environment.



Data literacy – lead and empower appropriate use and creation of data

- Effectively and appropriately obtain and use data to lead the team to meet business group outcomes.
- Demonstrate a clear understanding of IP Australia's frameworks that guide data use and the broader context in which data is managed in the APS.
- Demonstrate the ability to plan, identify opportunities and understand how data can be improved to align with the strategic direction.
- Identify key stakeholders and understand how the data will be used to inform decision-making.
- Ensure that systems are in place to protect the privileged use and integrity of the data.



Engages with risk – lead and empower positive risk behaviour

- Lead an environment where staff are empowered to have open communication about risk that leads to IP Australia's target risk culture.
- Have a sound understanding of IP Australia's risk management framework to ensure that risks are defined, documented, communicated and managed.
- Understand and manage risks within span of influence, including those managed by staff.
- Provide and encourage an environment where risk-taking is supported within clear boundaries.



People, network and self-leadership – lead and empower authentic leadership behaviour

- Lead and develop the team through mentoring and guidance; recognise and reward achievements and behaviour.
- Lead the team by building trust, encouraging conversations about change and challenging environments, and model behaviours including resilience, flexibility and persistence.
- Develop and strengthen new and existing relationships across the APS and IP Australia; represent IP Australia in various fora where appropriate.
- Cultivate and promote strong relationships to support business objectives and decision-making.
- Actively seek out feedback on own performance; respond proactively and make appropriate changes.



Job Specific Technical Capabilities

- Maintains a high level of knowledge of relevant sources, standards, frameworks, policies, guidelines, legislation and best practice models.
- Provides technical guidance on complex problems to colleagues, particularly where there is no clear or definitive course of action.
- Applies expertise and leadership to the development and promotion of new standards, tools or products.
- Develops others by sharing specific technical expertise with the broader agency.
- Recognises complex technical risks and escalates appropriately.