

Deb Thomas

About Deb

Passionate about creating great online content that is accessible to all users. Proven record of success leading content teams for high traffic and high-profile government websites.

With nearly 15 years working in digital delivery for the Australian Public Service, I have delivered many varying websites and major digital projects. My experience includes building new intranets for the Civil Aviation Safety Authority and the Department of Industry, Innovation and Science; delivering six separate Federal Budget websites, innumerable Drupal website builds, assisting with public government campaigns and years worth of accessibility discussions and user testing.

Throughout my career I have been providing the public with easy to use, unique, targeted websites and digital solutions.

I have worked for 4 major Federal Departments, including the Australian Treasury where I managed the digital delivery section which included setting up and maintaining cloud hosting for over 30 individual websites.

Through my work on a multitude of large and high-profile projects I know that communication is key. From understanding the business needs, project goals and knowing the audience and determining the right delivery, I can cover it all.

I believe it is always important to identify the right channel for the audience and can develop plans to ensure the solution meets the communication and business needs. I don't believe that if you build it they will come; it takes a lot more than that. Starting with developing user stories and journeys, ensuring regular stakeholder discussions and identifying the right communication methods means the outcome gets to the right audience in the right way.

My experience across website builds, user research and the needs of the public service means I bring very specific knowledge to my work. I get to the point, speak tech and acronyms and will deliver high quality outcomes.

Resume

Manager, Digital Delivery @ The Australian Treasury

2019-2022

Key achievements

- Delivery Manager of 5 separate Federal Budget websites in 3 years.
- Manager of 33 websites for the department, ensuring all are accessible and WCAG compliant.
- Delivery Manager and communications senior advisor of a new online youth program.
- Product and Delivery Manager of 4 major websites to promote and educate on key government policies.

Responsibilities

- Strategic advisor and responsible officer for the department's online platforms, hosting arrangements and online solutions.
- Stakeholder management with department Executive, Business owners and various service delivery teams.
- Management of the department's resources to ensure delivery and maintenance of all Treasury responsible websites, intranet and ongoing digital enhancements.
- Leading a team of 8 staff including front end developers, web publishers, UX researchers, designers and Drupal developers.
- Procurement and project manager for digital projects and contractors.

Assistant Manager, Digital Delivery @ The Australian Treasury

2017-2019

Key achievements

- Managing the transition of multiple website platforms and hosting arrangements to centralised cloud hosting and single CMS.
- Redesign and build of 3 Federal Budget websites.
- Project management of the transition of the corporate website to a new design, CMS and hosting arrangement.

Responsibilities

- Team Lead for the website publishing (BAU and Project work) and development team.
- Adviser to the Senior Executives on the digital roadmap for the department.
- Procurement officer for the digital projects and contractors.

Assistant Manager and Acting Manager, Digital Communications @
Department of Industry

2011-2017

Key achievements

- Delivery of the new department intranet, including contract manager for staffing, procurement manager and delivery manager.
- Communications and Change Lead of the roll-out of the new corporate brand, including stakeholder management and consultation.
- Stakeholder liaison for the roll-out across Corporate of a new online service management tool.
- Management of a new consultation tool that allowed for online internal and external consultations.

Responsibilities

- Stakeholder management and communication advisor to department executive.
- Develop communication plans for corporate change, digital delivery projects
- Team Lead to 6 staff including front end developers and web publishers.
- Acting Manager role leading 3 teams including Digital Communications, Audio Visual and Graphic Design.
- Ensuring adherence across websites and design products to the new department brand, accessibility and usability requirements.

Digital Communications Specialist, Web @ Department of Climate Change
and Energy Efficiency

2010-2011

Key achievements

- Manage and undertake the migration into the corporate website of the Energy Efficiency policy content from the Department of Environment.
- Design and develop a monthly newsletter for external stakeholders.
- Implement the subscription service for the ministerial website.

Responsibilities

- Content management of the department's intranet.
- Working in a team of 2, manage and update the content on the corporate website.
- Manage the ministerial websites, ensure content is accurate and updated timely, manage the website subscription service.
- Provide technical support to the department for new policies and communication needs.

Online Communications Officer, Corporate Communications @ Civil Aviation Safety Authority

2008-2010

Key achievements

- Design, build and delivery of a new intranet, including running user testing and content writing.
- Content migration of the corporate website to a new CMS.
- Online designer of various digital products to enhance new and existing content.

Responsibilities

- Working in a team of 2 to undertake content updates across the intranet and corporate website, ensuring adherence to web writing best practices.
- Advise executive and the graphic design team on accessibility and usability.

Technical skills

HTML and CSS high proficiency

Drupal, GovCMS and Wordpress front end developer proficiency

SharePoint, SharePoint Online front-end developer proficiency

Amazon Web Services console management, including route 53, CloudFront, S3 and EC2

Agile project management methodology, Scrum Master, Scrum Boards offline and in Jira

Design and prototyping tools (Adobe Photoshop, Figma, Adobe InDesign)

WCAG 2.0 AAA user testing