
At AITSL, we believe every Australian child deserves a quality education. This relies on quality teaching and effective school leadership. We drive effective and inspiring teaching and school leadership, to improve student learning in the classroom.

Position Title	Principal Digital
Business Unit	Communications, Brand and Digital
Leader Title	Director, Business Services
Employment status	Full time, maximum term
Date	August 2025

About this role

The Principal, Digital is a senior position in AITSL's Brand, Communications and Digital team. This role is responsible for shaping and driving AITSL's digital vision through providing both strategic and operational leadership to maintain our digital environment, as well as deliver digital projects and initiatives as required.

The Principal will lead the development and execution of AITSL's digital strategy and roadmap, and is responsible for managing the design, delivery and continuous improvement of AITSL's digital products and platforms throughout their entire lifecycles. This includes AITSL's website and suite of 6 mobile applications and digital tools, all of which work to support excellence in teaching and school leadership.

AITSL's Digital team is a small, close-knit and dynamic group that thrives on collaboration and teamwork. The Principal plays a critical role in guiding the team to ensure digital initiatives align with organisational goals, meet user needs, and are successfully delivered on time and within scope.

The role involves close collaboration and engagement with colleagues, and a range of external stakeholders, vendors and digital service providers.

This is a key role that requires a balance of strategic foresight, technical understanding, user-centric thinking, and strong project and team management capabilities. With our refreshed website due to go live in January 2026, this is a great time to join the team.

What you'll be doing

The role will include a broad and diverse range of activities. You will:

- Develop and oversee the digital strategy, roadmap and initiatives, from strategic leadership and planning through to implementation and lifecycle management.
 - Actively manage the digital workplan, providing specialist advice, ensuring availability of resources, anticipating business needs and proactively responding to these.
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- Strategically manage the full lifecycle of AITSL's externally facing digital applications, including websites, web and mobile applications, and develop a roadmap to inform future investment.
- Foster a culture of learning, professional development, and shared accountability within the team, constantly promoting feedback and support mechanisms.
- Work collaboratively with internal project teams to identify needs, manage expectations, develop plans and deliver agreed outcomes within budget, scope and timeline.

What we're looking for

- Substantial digital product experience, preferably within the government or not-for-profit sectors.
- Bachelor's degree or higher in information technology, digital, or a relevant field.
- Experience in leading a team with the ability to work collaboratively, prioritise work requirements, delegate tasks and consult appropriately to ensure timely outcomes.
- Demonstrated experience developing and implementing a strategic roadmap and managing the pipeline of work to achieve agreed goals and outcomes.
- Familiarity with headless CMS architecture and common product management, DevOps, testing, and analytics tools like Jira, Confluence, Google Analytics, etc. AITSL's website and applications use the following technology: Sitefinity CMS, HTML, CSS, Javascript (JS), JS front-end libraries (such as JQuery, Plotly, D3), Angular 7, Ionic framework (v4). Cordova, Twilio Chat API integration and ASP.NET, Bootstrap, React framework.
- Comprehensive understanding of software development life cycle, programming languages and frameworks, design principles, best practice approaches related to user experience, and project management.
- The ability to work with limited direction in an environment with multiple priorities.
- Excellent communication, presentation, and interpersonal skills. Ability to explain technical concepts to non-technical stakeholders.
- Interest in emerging technologies, for example, user experience, artificial intelligence, and their practical applicability in a government and not-for-profit context.

About AITSL

AITSL is a Commonwealth company and not-for-profit based in Melbourne. We are funded by the Australian Government. The Australian Government is the sole member of the company, represented by the Minister for Education.

As a national body, AITSL was established to promote excellence in the profession of teaching and school leadership. We work with the education community to improve student learning in 3 main areas of focus:

- **Initial teacher education:** We provide support, resources and tools to help ensure that every pre-service teacher is classroom ready upon graduation.
- **Quality teaching:** We help teachers be the best they can be, and provide tools and resources to maximise their impact on student learning.
- **Leadership:** We help school leaders become highly-effective by giving them the tools, resources, policies and practices needed to succeed in their important role.

We are governed by a constitution and an independent Board of Directors who bring diverse professional experiences and expertise in educational practice, and research to the work of the company. Visit: www.aitsl.edu.au for more information about AITSL.



Up for the challenge



Embrace change



Working together



Being respectful

AITSL is an equal opportunity employer and is committed to building a culturally diverse organisation. We strongly welcome and encourage interest from Aboriginal and Torres Strait Islander peoples and people from culturally diverse backgrounds. We also strongly welcome and encourage people with disabilities to apply for roles with AITSL.