

Content Writer

Organisation	Healthy Male Ltd
Primary function	Marketing
Employment type	0.55 FTE position (21 hours p/w) Fixed term contract to 30 June 2021
Work location	Level 2, 492 St Kilda Road, Melbourne
Reporting line	Reports to: Communications and Marketing Manager
Supervisory responsibilities	Nil
Financial delegation and/or budget responsibilities	Nil
Date document created/updated	2 September 2020

About Healthy Male

Healthy Male (formerly Andrology Australia) has a vision of a healthier life for all men and boys. We are a national organisation that provides easy access to the latest scientific and medical research on male reproductive and sexual health for the public and people working in health.

Healthy Male aims to make this information available to everybody, regardless of gender, age, education, sexual orientation, religion or ethnicity. To do this, we collaborate with Australia's leading peak bodies, researchers, specialists, clinicians and educators to develop information that fills the gaps in men's health.

As a small not for profit organisation we are proud of our cohesive team culture, our collaborations, partnerships and proactive approach to our work and our growing list of achievements.

The role

The role of Content Writer is to oversee written content production which supports the Healthy Male communications and marketing strategy.

The role is responsible for the end-to-end development of targeted, engaging and creatively written content. Translation of complex health information into plain interesting language is a necessity in this role.

It is incumbent upon the role to act in the capacity of the brand champion for Healthy Male ensuring that all marketing activity adheres to the brand guidelines.

The Content Writer reports to the Communications and Marketing Manager and works closely with the Marketing Coordinator and Health Content Manager.

This is a part-time role (0.55 FTE per week, 21 hours p/w) contracted until 30 June 2021. Flexible working arrangements over three or four days are available.

Key responsibilities

- Produce targeted, engaging, creatively written and SEO-driven content — including, but not limited to, website articles, social media copy/content, EDM copy/content, video and podcast scripts, and short-form copy
- Develop and communicate new content ideas for our website, EDMs and social media platforms
- Monitor the SEO agency, ensure that SEO best practice is being implemented and apply learnings to our content strategy (incl. providing advice and guidance to the Marketing Coordinator where needed)
- Ensure all content is on-brand and consistent with the style guide in terms of writing style, quality and tone of voice
- Assist in the development and roll-out of a suite of unique 'brand voices' for our content channels
- Brief, review and edit outsourced content pieces
- Assist in the development of an organic social media content strategy, with the aim of building followership
- Assist the Marketing Coordinator with monthly reporting
- Other duties as required

Key selection criteria

Qualifications and experience:

1. A tertiary qualification in communications or a related field
2. Minimum 5 years' experience in a Content Writer role (or similar)
3. Proven experience developing content for and communicating with men, with particular importance around health-focused messaging
4. Proven experience in translating complex information into plain language
5. Proven experience in developing SEO-driven and engaging blog, social media and EDM content for specific audiences

Essential:

1. Excellent organisational skills with high competency managing various competing priorities
2. Strong attention to detail
3. In-depth knowledge and experience in SEO best practice
4. In-depth knowledge and experience in digital marketing including email marketing and social media
5. Advanced MS Office skills, specifically Word

Desirable:

1. Experience using project management platforms (monday.com or similar)

Other relevant information

- Current police check (the successful applicant will be required to undergo a police check prior to employment)
- The CEO may amend this position description if required. Any changes will be made in consultation with the employee
- You are required to comply with Workplace Policies and Procedures (as amended from time to time) and contribute to and maintain a safe workplace environment
- Appointment will be subject to a three-month probationary period from the date of commencement and a Performance Review will occur three (3) months following, then annually considering the key roles and responsibilities and required personal and professional attributes outlined in this position description. In addition to reviewing performance (individual and work team), the meeting provides an opportunity to ensure role clarity, revise key performance activities/measures and set development objectives and goals for the year ahead

Professional attributes and behaviours

A. Teamwork

- committed to sustaining a positive and trusting team culture
- proactive contributor to the work of the team and contribute towards an interdisciplinary approach to care
- willing to work collaboratively with all team members and willing to share information with colleagues
- open and honest communication with all team members
- willing to negotiate positive outcomes with all team members
- willing to develop new skills and knowledge rapidly

B. Motivation

- demonstrates a confident, optimistic and proactive mindset
- takes ownership of own job and actively considers the consequences of their actions and the decisions they make
- demonstrates commitment to the team, is willing to share responsibility for the team's goals and objectives

C. Workplace Integrity

- demonstrate ongoing commitment to the Vision and Mission of Healthy Male
- preparedness to consistently undertake work in a manner which is in line with the organisation's values
- treating the workplace environment, other staff and contractors with respect
- dealing with confidential and sensitive information in a professional manner

D. Workplace Responsibilities

- Healthy Male acknowledges that its staff and volunteers have legislative responsibilities in relation to workplace rights which include, discrimination, victimisation, bullying and harassment

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including sexual harassment, equal opportunity, disability, family violence and or abuse and children, parents and carers

It is expected that the Content Writer will undertake the role in a manner which is aligned to the values of the organisation and the following leadership performance criteria.

Shapes strategic thinking

- Proactively supports Healthy Male's vision and purpose
- Inspires
- Leads and influences change

Forges relationships and engages others

- Establishes and maintains networks relevant to our work
- Communicates clearly and adapts to audience
- Promotes information sharing and values and encourages input from others

Drives business excellence

- Builds team and individual capability and expertise

Achieves results

- Achieves and delivers results
- Promotes best practice and drives effectiveness
- Assumes accountability

Exemplifies personal drive and professionalism

- Models Healthy Male's values
- Engages with others in a respectful and professional manner
- Promotes quality, safety and sustainability