

Marketing Coordinator

Organisation	Healthy Male Ltd
Primary function	Marketing
Employment type	0.63 FTE position (24 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 Marketing Coordinator is to proactively support and coordinate the Healthy Male communications and marketing strategy through the coordination and oversight of campaigns and projects, as well as provide marketing support to the wider organisation.

The Marketing Coordinator is also responsible for overseeing the Healthy Male social media channels and supporting the development of an organic social media strategy with the aim of building engaged followers.

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.

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

This is a part-time role (0.63 FTE per week, 24 hours p/w) contracted until 30 June 2021. Flexible working arrangements over three or four days are available.

Key responsibilities

- Coordinate and oversee the marketing of campaigns, projects, programs, events, etc.
- Perform day-to-day maintenance of the Healthy Male website (i.e. upload new content ensuring meta tags follow SEO best practice, maintain backlinks, make webpage updates)
- Build and distribute regular EDMs
- Assist in the development of an organic social media content strategy, with the aim of building followership
- Manage the Healthy Male social media channels (Facebook, Instagram, Twitter, LinkedIn, YouTube) – publish content and engage with the community
- Liaise with suppliers, agencies, and contractors
- Complete monthly reporting across social media, EDMs, online store and website
- Other duties as required

Key selection criteria

Qualifications and experience:

1. Tertiary qualification in marketing or a related field
2. Minimum 3 years' experience in a Marketing Coordinator role
3. Proven experience communicating with and targeting marketing strategies to men, with particular importance around health-focused messaging
4. Proven experience coordinating and overseeing marketing campaigns and projects
5. Proven experience in managing multiple social media platforms and building highly engaged social followings

Essential:

1. Excellent organisational skills with high competency managing various competing priorities
2. Strong attention to detail – written and design
3. In-depth knowledge and experience in digital marketing including email marketing, social media, best practice website UX and SEO
4. Experience managing website CMS
5. Experience using email marketing platforms
6. Experience using social media management platforms
7. Advanced MS Office skills, specifically Excel

Desirable:

1. Experience using Adobe suite
2. Experience using Drupal CMS
3. Experience using CRM platforms
4. Experience using project management platforms (monday.com or similar)

Other relevant information

- A current police check is required (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

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- Healthy Male acknowledges that its staff and volunteers have legislative responsibilities in relation to workplace rights which include, discrimination, victimisation, bullying and harassment including sexual harassment, equal opportunity, disability, family violence and or abuse and children, parents and carers

It is expected that the Marketing Coordinator 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