



Marketing Coordinator and Content Writer

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| Organisation | Healthy Male Ltd |
| Primary Function | Marketing, writing and administration |
| Employment type | 0.6 FTE position, 6-month fixed term |
| Work location | Level 2, 492 St Kilda Road, Melbourne |

Organisational context

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.

Healthy Male is supported by the Australian Government Department of Health. More information about Healthy Male can be found at www.healthymale.org.au.

Position purpose

Reporting to the Communications and Marketing Manager, the Marketing Coordinator and Content Writer will be responsible for coordinating multi-channel messaging, in line with our brand voice, that drives consumer engagement.

You will help to build our social media presence, juggle marketing and content deadlines, liaise with suppliers and agencies, act as a brand champion and assist the Communications and Marketing Manager in other ad hoc administrative tasks. You will assist in campaign and project brief development, as well as maintaining the Healthy Male website.

This is a part-time role (0.6 FTE per week) on a 6-month contract. Flexible working arrangements are available.



Key responsibilities

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| Reporting line | The position reports to the Communications and Marketing Manager |
| Supervisory responsibilities | Nil |
| Financial delegation and/or budget responsibilities | Nil |

Content development

- Research and write high-quality short-form and long-form content for a range of mediums, including the Healthy Male website, EDMs, the biannual magazine (The Male), and other external publications
- Develop all content in line with the Healthy Male written style guide, and all digital content following SEO best practice
- Review and edit existing consumer-audience resources and website content

Social media

- Plan, create and schedule engaging content across our social media channels (Facebook, Twitter, Instagram, LinkedIn) which aligns with our social media strategy
- Daily monitoring of social media accounts and community management, engaging with users, replying to comments and sharing relevant/topical content
- Maintain a strong social media content strategy in line with our broader marketing calendar in order to grow our social media presence and increase overall follower engagement

Campaign/project coordination

- Coordinate, and assist in the running of, various campaigns and projects — from our new CRM solution implementation to an upcoming website review project

Marketing administration

- Assist in the coordination of supplier/agency activity
- Assist in replying to day-to-day email communications from stakeholders and supplier/agencies
- Develop draft project/campaign briefs for suppliers as required
- Assist in the maintenance of the Healthy Male website – logging issues, making content updates, developing new page content, keeping an eye out for improvements
- Assist in media research and monitoring
- Assist in ad hoc marketing administrative tasks as required



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



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It is expected that the Marketing Coordinator and 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

Achieves results

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

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

Exemplifies personal drive and professionalism

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

Drives business excellence

- Builds team and individual capability and expertise



Key selection criteria

It is expected that the successful applicant will be able to demonstrate the following:

Experience

1. 5+ years' experience proven copywriting and editing for a consumer audience (ideally a male audience)
2. 2+ years' experience coordinating and/or managing marketing activities and administration
3. 2+ years' experience in social media management (across Facebook, Instagram, Twitter, LinkedIn and YouTube), including the use of Hootsuite (or similar social media management platform)

Essential

1. Understanding of, and demonstrated commitment and energy for, the objectives and values of Healthy Male
2. Demonstrable communication and interpersonal skills with experience in working collaboratively with a range of internal and external stakeholders
3. Exceptional written communication skills, with a proven ability to write for targeted audiences
4. Knowledge of SEO best practice
5. Exceptional proof reading and editing skills
6. Demonstrated ability to take complex information and translate it into digestible content for targeted audiences
7. Strong attention to detail and excellent organisational skills
8. Basic to intermediate Adobe Photoshop and Adobe InDesign skills
9. Proficient in the use of website CMS (preferably Drupal)
10. Digitally knowledgeable — the ability to understand and use new platforms, programs and software to the benefit of Healthy Male and its target audiences

Desirable

1. Understanding of the project management platform, Monday, would be considered advantageous
2. Experience working in health and/or a male-dominated industry would be considered advantageous

Education/Qualifications

The appointee will have:

- a degree/tertiary qualification in a relevant field with extensive relevant experience, or
- an equivalent combination of relevant experience and/or education/training

Also required

- Current police check (the successful applicant will be required to undergo a police check prior to employment)
- Respondents that are successful in making it to the first round of interviews will be required to complete a written exercise



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- In addition to providing a resume and cover letter upon application, Respondents should provide any additional evidence of their experience (i.e. published content)

Other relevant information

- 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