



## Marketing & Communications Manager

Organisation	Healthy Male Ltd
Primary Function	Marketing, writing and administration
Employment type	1.0 FTE, 12-month parental leave position
Work location	Level 2, 492 St Kilda Road, Melbourne

### Organisational context

Healthy Male (previously known as Andrology Australia) is a national organisation, established in 2000.

We are a provider of information for men's health. We facilitate action on men's health in collaboration with others, advocate for change, empower men and boys to take action on their health, build the capabilities of the health system and workforce, and prioritise our efforts to close the health and wellbeing gaps in specific groups. Ultimately, we are working towards our vision of generations of healthy Australian men.

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

Healthy Male is supported by the Australian Government Department of Health. More information about Healthy Male can be found at [www.healthymale.org.au](http://www.healthymale.org.au).

### Position purpose

The Marketing & Communications Manager will be responsible for leading and implementing the Healthy Male marketing and communications strategy.

The incumbent will be a highly motivated and self-driven manager with exceptional marketing, project management, organisational and communication skills. The Communications and Marketing Manager will be adaptable and able to competently manage numerous projects to achieve successful outcomes.



### Key responsibilities

Reporting line	The position reports to the CEO
Supervisory responsibilities	<ul style="list-style-type: none"><li>• Communications &amp; Marketing Coordinator</li><li>• Content Writer</li></ul>
Financial delegation and/or budget responsibilities	\$2,000

- Develop, implement and evaluate marketing and communications strategies, leading a team of two with agency support
- Manage communication channels and materials including website, social media and printed material, ensuring alignment with brand guidelines and championing unbiased, evidence-based information
- Oversee the development, execution and successful completion of national campaigns
- Oversee, and actively participate in, the development and execution of content, championing evidence-based unbiased information
- Continue to evolve the digital marketing strategy, with the aim of expanding reach and increasing audience engagement
- Manage a suite of agency partners — hosting provider, web development and SEO team, digital marketing agencies, print and distribution house, and graphic design team
- Monitor the marketing budget
- Be responsible for the consistent organisational 'voice' to all key target markets
- Work alongside the Health Promotions Manager and Health Content Manager



## Professional attributes and behaviours

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### A. Teamwork

- committed to sustaining a positive and trusting team culture
- proactive contributor to the work of the team
- 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



It is expected that the Marketing & Communications Manager 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

### **Key selection criteria**

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

#### ***Essential***

1. Understanding of, and demonstrated commitment and energy for, the objectives and values of Healthy Male
2. Exceptional communication and interpersonal skills with experience in working collaboratively with a wide range of internal and external stakeholders
3. Exceptional marketing skills with a particular emphasis on segmentation and messaging
4. Demonstrated experience leading and managing marketing and communications campaigns and projects, including responsibility for deliverables, budgets and resourcing
5. Excellent individual and team time management, prioritisation and organisational skills, with the ability to manage multiple conflicting needs and prioritise effectively
6. Exceptional written communication skills, with a proven ability to take complex information and translate it for targeted audiences
7. Strong attention to detail with highly developed proof reading and editing skills
8. Understanding of website design and development principles, including content strategy development and user experience, with proficiency in the use of website CMS (preferably Drupal)
9. Digitally knowledgeable — the ability to understand and use new platforms, programs and software to the benefit of Healthy Male and its target audiences



*Desirable*

- Understanding of the project management platform, Monday
- Experience working in health and/or a male-dominated industry

**Education/Qualifications**

The appointee will have:

- Tertiary qualifications in marketing, media, communications or another related field with extensive relevant experience,
- Experience in a leadership role in the health, Not for Profit or community sector

**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.