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## SENIOR MARKETING CONTENT PRODUCER

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APRIL 2026

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### POSITION SUMMARY

Location:	Parkville		
Functional area:	Communications and Fundraising		
Classification/ Salary:	Salary up to \$115,000 commensurate with skills and experience + 12% super + access to \$15,900 NFP salary packaging		
Job level:	4		
Reports to:	Product Communications and Marketing Manager, Orygen Digital		
Employment type:	Part to full time (0.6-1.0 FTE)		
Employment length:	12-month contract with potential to extend		
Direct reports	-	Indirect reports	-

### POSITION PURPOSE STATEMENT

The Senior Marketing Content Producer is responsible for developing and delivering marketing and communications content that builds awareness, engagement and growth across Orygen Digital's suite of products, with a particular focus on **MOST**, our free digital mental health service for young people aged 12-25.

Reporting to the Product Communications and Marketing Manager, as part of the Communications and Fundraising team, this role develops engaging content across campaigns, digital channels, partnerships and other marketing activities to help young people and partners understand, trust and use Orygen Digital's products.

Working within Orygen Digital's agile ways of working, the role will be embedded within Orygen Digital's 'Reach Young People' Value Stream, supporting campaign experimentation, awareness building and conversion into MOST. Through compelling storytelling, digital campaigns and partnership-led initiatives, this role helps more young people discover, trust and access MOST as it scales across Australia.

This role works collaboratively across value streams and cross-functional squads, as well as with the wider Orygen Communications and Fundraising team to ensure communications activities strengthen brand awareness, support product uptake, and amplify Orygen Digital's work in youth mental health.

### REVOLUTION IN MIND

**About Communications and Fundraising**

The Communications and Fundraising team's focus is to build and protect the reputation of Orygen through effective communication and storytelling while also working to promote a philanthropic culture that creates fundraising opportunities to support Orygen's mission.

**About Orygen Digital**

Orygen Digital is the technology division of Orygen. Our mission is to revolutionise the youth mental health system globally by integrating the best of technology, research, clinical expertise, and innovation. We are a high-impact, fast-growing team working at the intersection of emerging technologies and youth mental health services. Together, we're developing cutting-edge digital solutions that support young people and their families with accessible, effective, and scalable care.

**POSITION FOCUS**

	Key responsibility area	Percentage
1	Content development and production	50%
2	Digital campaigns and optimisation	30%
3	Stakeholder engagement	15%
4	Other	5%

**POSITION KEY RESPONSIBILITY AREAS****1. Content development and production**

- Develop engaging communications materials to drive awareness and uptake of MOST and other Orygen Digital products.
- Develop communications outputs from brief to final draft to support the timely and effective delivery of campaigns, partnerships and other marketing activities.
- Translate complex clinical information or research into accessible, engaging content for diverse audiences.
- Ensure the Orygen brand, Orygen Digital and MOST brands are appropriately applied to all communications materials.
- Contribute to the development of streamlined processes and templates to improve communication planning, approvals and delivery.
- Support content and campaign development across the Reach Young People Value Stream and broader Orygen Digital priorities, as required.

**2. Digital communications**

- Develop and maintain website content to support awareness and engagement with Orygen Digital products.
- Develop digital communications materials for campaigns and other marketing activities, including landing pages and EDMs.
- Work collaboratively with the social media and Digital Communications Adviser to deliver paid media campaigns across relevant channels.
- Develop and iterate campaign content, messaging and creative assets to support experimentation and improve awareness and sign-up conversion for MOST.
- Contribute insights from campaign performance and user engagement data to inform continuous improvements to content and messaging.

**3. Stakeholder engagement**

<ul style="list-style-type: none"> <li>• Identify and respond to the diverse needs, priorities, and communication preferences of key stakeholders (especially young people) to ensure content is relevant, effective, and audience-led.</li> <li>• Contribute to co-design activities with key audiences, including briefing projects, facilitating workshops and supporting development of communications outputs.</li> <li>• Build strong working relationships across Orygen Digital and Orygen Communications and Fundraising teams to ensure alignment and collaboration.</li> <li>• Apply a proactive, solutions-focused approach to evolving communications needs across the wider Orygen Digital team.</li> </ul> <p><b>4. Other</b></p> <ul style="list-style-type: none"> <li>• Assist in the development of communications for external and internal events and projects.</li> <li>• Represent the Orygen Digital Communications team in marketing initiatives and events, as required.</li> </ul>
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**EDUCATION / QUALIFICATIONS**

Essential	<ul style="list-style-type: none"> <li>• A tertiary qualification in communications, marketing or public relations, or related area.</li> </ul>
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**EXPERIENCE / SKILLS**

Experience / skills	<ul style="list-style-type: none"> <li>• Extensive previous experience as a Content Producer, Marketing Specialist, Communications Adviser or similar role.</li> <li>• Strong storytelling, copywriting and copy-editing skills.</li> <li>• Demonstrated experience developing content and resources for diverse audiences across a variety of channels and formats.</li> <li>• Demonstrated experience producing content for digital channels including web, EDM and social media.</li> <li>• Experience with stakeholder engagement and collaboration with internal and external partners.</li> <li>• Proven ability to manage competing priorities and deliver high-quality work to deadlines.</li> <li>• Experience working with Campaign Monitor or Webflow (desirable).</li> </ul>
Personal attributes	<ul style="list-style-type: none"> <li>• Reliable, efficient and detail-orientated.</li> <li>• Proactive solutions-focused mindset with the ability to innovate and problem-solve.</li> <li>• Collaborative and open to feedback.</li> <li>• Strong stakeholder engagement.</li> <li>• Comfortable working independently and as part of a cross-functional teams.</li> <li>• Experience engaging and communicating with young people (desirable).</li> <li>• Experience in health, digital or non-profit settings (desirable).</li> </ul>

**KEY RELATIONSHIPS**

Internal	<ul style="list-style-type: none"> <li>• Product Communications and Marketing Manager, Orygen Digital</li> <li>• Senior Communications Adviser, Orygen Digital</li> <li>• Social Media and Digital Communications Adviser, Orygen Digital</li> <li>• Graphic Designer, Orygen Digital</li> <li>• Senior Manager, Strategy &amp; Programs</li> <li>• Partnerships and Stakeholder Adviser, Orygen Digital</li> <li>• General Manager, Orygen Digital</li> <li>• Head of Communications and Media, Orygen</li> <li>• Director of Communications and Fundraising, Orygen</li> </ul>
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## SPECIAL REQUIREMENTS

- Unrestricted right to live and work in Australia.
- A current National Police Check will be required.
- Any offer of employment is conditional upon receipt and maintenance of a satisfactory Working with Children Check.
- You may be required to work across more than one of Orygen's sites, which are currently located within the north and west of Melbourne.
- In line with government guidelines, this position may need to be based at home during certain periods. As such a reliable internet connection will be required.
- Occasional out of hours, evening and/or weekend work may be required.

## SAFETY, HEALTH AND WELLBEING RESPONSIBILITIES

Employees are required to comply with all workplace health, safety and wellbeing policies and procedures of Orygen.

In addition, employees are expected to:

- Promote and demonstrate Orygen's high standards in relation to health, safety and wellbeing, championing a culture of safety in the workplace.
- Take responsibility for their own safety, health and wellbeing and for their colleagues and others they work alongside, as far as they are able.
- Follow policies, training and guidelines related to Workplace health, safety and wellbeing, including reporting of unsafe work practices, incidents, hazards and near miss events.
- Be committed to promoting and protecting the safety and well-being of all children and young people and embedding safeguarding practices into all our programs and services.
- You may encounter sensitive information related to mental health as part of your work. Being aware of this and how it could affect you and planning accordingly is essential.

## ACKNOWLEDGEMENT

Confirming this position description has been read and understood by:

Name	[insert name]
Signature	[insert signature]
Date	[insert date]