

Position description

Position title: Digital Content and Marketing Officer

Employer: The Jean Hailes Foundation

Location: Melbourne and hybrid

Hours: 30 hours per week (0.8 FTE)

Tier:

Supervisor/Manager: Manager, Content and Marketing

Date: October 2026

Background

Jean Hailes for Women's Health ("Jean Hailes") is a national not-for-profit organisation dedicated to empowering women to enjoy their best health and wellbeing at every life stage.

We work with and alongside others to inform, influence and support all women, and we recognise the need for additional support for women facing the most significant social, cultural and structural barriers to good health and wellbeing. We achieve change through four strategic pillars: health information, advocacy, clinical expertise and partnerships.

Our vision is an Australia in which gender has no influence on health and wellbeing outcomes.

Function

The Health Information team contributes to the following organisational activities:

- Planning, developing, producing and delivering content across all Jean Hailes channels.
- Development and production of health information, education resources, promotional material, reports, and submissions.
- Advertising and promoting resources for consumers through campaigns and content marketing.
- Collaborating on the promotion of educational resources to health professionals.
- Developing engaging digital content and educational resources
- Brand, visual design and brand guardianship.
- Ensuring our communications remain clear, accessible and inclusive.

- Monitoring performance against benchmarks and KPIs.
- Evaluation of our work and reporting to internal and external stakeholders.

Summary of position

The Digital Content and Marketing Officer is a key role in supporting our goal of making health information easy to access for women across Australia. Working in the Content and Marketing team, you'll help maximise the discoverability, authority and impact of Jean Hailes content across digital channels and evolving search experiences.

You'll create and strengthen content experiences across our website and channels, bringing together content, user needs and search insights to help women find the right information at the right time, wherever they begin their journey.

This role suits someone with experience of at least one role in digital content, marketing or communications behind them, a passion for women's health, and a strong interest in how people find information online. With support from our high-performing team, you'll further develop your skills in content strategy, SEO, AI search and digital analytics.

Key job requirements and responsibilities

- Write and create digital content experiences across the website and other channels, ensuring information is clear, accessible and aligned with Jean Hailes' tone of voice and evidence-based approach
- Maintain website content in the CMS. This includes updating pages, adding internal links, and flagging content gaps and underperforming pages to the Manager, Content and Marketing
- Develop topic hubs, landing pages and user journeys across all digital channels, including search, social media, email, YouTube and the website to improve discoverability, user experience and engagement across the Jean Hailes digital ecosystem
- Apply agreed SEO and answer engine optimisation (AEO) guidelines when creating and updating content, so it can be understood, cited and surfaced across search and AI-powered experiences
- Support Jean Hailes' YouTube and video content, including uploading videos, writing optimised titles and descriptions, and maintaining playlists
- Deliver digital content and marketing tasks within our activity plans, and contribute ideas on audience needs, channels and timing

- Work with the Social Media Specialist as needed to adapt and distribute content across social channels
- Produce regular performance reports using analytics and search insights and highlight trends and opportunities to improve content.

Relationships

Internal relationships

- Head of Health Information
- Manager, Content and Marketing
- Social Media Specialist
- Campaigns Lead

External relationships

- Liaise with digital development agencies
- Liaise with freelance content creators

Requirements of position holder

Education level

A relevant bachelor level (or higher).

Experience

A note on experience

We don't expect you to have done all this before. Strong writing, a passion for women's health, and real curiosity about digital content matter more than a complete checklist. If you're strong in some areas and keen to build the rest, we'd like to hear from you.

Essential

- Excellent written English, with demonstrated ability to create clear, accurate and engaging digital content experiences, includes UX writing, across websites, social media and other digital channels
- Comfortable using digital tools, including a CMS such as WordPress, with basic familiarity with analytics platforms such as Google Analytics
- Experience developing and distributing email communications
- Interest in content discoverability and how people find information online, with a willingness to learn about search, AI-powered experiences and digital content performance.
- At least one role in digital content, digital marketing, or communications
- A passion for women's health and digital content.

Desirable

- Familiarity with SEO tools such as Google Search Console, or with AEO, structured data or schema markup.
- YouTube channel management or video SEO.
- Familiarity with WCAG accessibility standards.
- Experience in health, not-for-profit or another trust-critical sector.

Personal attributes

- Collaborative and confident working with both technical and non-technical colleagues.
- Proactive, organised and able to manage competing priorities while delivering work on time and to a high standard.
- Curious and keen to learn new skills.

Workplace policies and practices

All Jean Hailes employees and contractors are required to familiarise themselves with the organisation's policies and procedures, and to always abide by them.

It is expected that at all times employees and contractors will:

- Be respectful towards the organisation, colleagues, consumers and stakeholders.
- Support the Jean Hailes vision and strategy and demonstrate the values of Jean Hailes **Collaboration, Authenticity, Respect, Excellence and Spirit (CARES)**.

Employee acknowledgement

I have received a copy of this role description; I acknowledge and understand its contents.

Employee Name:

Manager Name:

Employee Signature:

Manager Signature:

Date:

Date: