

Digital Marketing & Operations Lead

Organisation	Healthy Male Ltd
Primary function	Marketing
Position title	Digital Marketing & Operations Lead
Reports to	Communications & Marketing Manager
Employment type	0.6 FTE (22.8 hours p/w) fixed-term to 30 September 2026
Location	Hybrid — Melbourne CBD office (min. one day per week in office) and remote
Supervisory responsibilities	N/a
Financial delegation and/or budget responsibilities	N/a
Date document created/updated	4 August 2025

Organisational context

Healthy Male is a national not-for-profit organisation working to improve the health and wellbeing of boys and men in Australia. We provide accessible, evidence-based information, engage in public education and health promotion, collaborate on research, and support the health workforce. We aim to challenge taboos, increase health literacy and empower men to take action about their health.

The Communications & Marketing team is responsible for delivering Healthy Male's brand, communications and audience engagement strategy. This includes managing integrated public health campaigns, social media, email marketing, websites, media activity, stakeholder communications and brand development. The team leads the creation and coordination of content and channels to grow our reach and impact, influence health behaviours, and raise awareness of key issues in men's health. We work closely with health experts, researchers, creative partners and our internal teams to deliver engaging, accessible and credible communications.

Position purpose

The Digital Marketing & Operations Lead plays a key role in delivering Healthy Male's digital marketing and communications activity across websites, email platforms and digital campaigns. This role is responsible for the coordination and execution of day-to-day marketing operations — including website management, EDM production, agency liaison, reporting and performance tracking — to ensure content and campaigns are delivered accurately, efficiently and in line with Healthy Male's brand and objectives.

Working with the Communications & Marketing team, the role supports the delivery of digital-first, audience-focused content and campaigns. This includes uploading and updating website content, building and scheduling email communications, coordinating project timelines and approvals, and managing the smooth delivery of activity across multiple platforms.

A strong understanding of digital tools, systems and workflows is essential, as is a high level of attention to detail, time management and organisational skills. The role requires someone who brings

structure and consistency to complex projects, maintains clear documentation, and supports continuous improvement in digital performance and user experience.

The Digital Marketing & Operations Lead also works closely with agency partners on design, SEO and technical delivery. They contribute to monthly and campaign-specific reporting, help manage content calendars and shared assets, and support the implementation of platform and user experience improvements.

This is a highly collaborative role that supports the Communications & Marketing Manager with project coordination, aligns with the Senior Content Lead on SEO and messaging, and works alongside the Social Media & Content Producer to ensure cohesive digital activity across all platforms.

Key responsibilities

Digital campaign and content delivery

- Coordinate and support the execution of integrated marketing and communications campaigns
- Manage timelines, deliverables and administration across campaign rollouts
- Ensure all campaign materials meet brand, accessibility and messaging standards
- Coordinate Google Ads activity with agency partners under Healthy Male's Google Ad Grants account
- Support backlinking and endorsement projects in collaboration with health partners and the Senior Content Lead
- Act as a brand champion in all public-facing content and digital touchpoints

Agency and stakeholder coordination

- Manage communications and workflows with agency partners across creative, digital and technical functions
- Coordinate UX/UI and digital project tasks with web agency partners, ensuring quality and delivery timelines are met
- Support internal approvals and consolidate feedback from subject matter experts and stakeholders
- Maintain clear, up-to-date documentation for briefs, project timelines and deliverables

Website and SEO

- Manage Healthy Male's WordPress websites, including content uploads, updates and layout refinements
- Ensure website content is accurate, accessible and consistent with brand and visual standards
- Support on-page SEO improvements led by the Senior Content Lead and agency partner
- Draft short-form website copy as needed (e.g. blurbs, headings, CTAs)
- Contribute to a positive user experience through regular updates to navigation, layout and content

Email marketing and platform management

- Build and schedule email campaigns in Active Campaign, including newsletters, automations and event communications
- Manage multiple EDM funnels, including segmentation, triggers and performance tracking
- Coordinate the email calendar and content approvals in collaboration with the Senior Content Lead
- Ensure all email communications meet brand and accessibility standards

Analytics and reporting

- Monitor digital performance across platforms including Google Analytics 4, website, email and social
- Prepare monthly and campaign-specific reports with insights and recommendations, supported by the wider marketing team
- Track key metrics to help inform ongoing platform and content improvements

Social media collaboration

- Stay across content calendars and audience insights in collaboration with the Social Media & Content Producer
- Suggest social media ideas based on trends, analytics or current events
- Help ensure social content maintains brand voice, tone and messaging standards

Operations and team coordination

- Support the Communications & Marketing Manager with marketing operations and project coordination tasks
- Maintain shared content systems and asset libraries (e.g. shared drives, digital folders)
- Participate in team meetings, content planning sessions and evaluation activities
- Coordinate and document workflows using Healthy Male's project management platform (Monday.com) — consistent, structured use is required
- Bring a high level of attention to detail, consistency and structure to all tasks — this role requires strong systems thinking, excellent time management and a natural drive to keep things running smoothly

Key relationships

Internal

- Communications & Marketing Manager
- Senior Content Lead
- Social Media & Content Producer
- Healthy Male team members across programs, partnerships and operations

External

- Creative agencies, suppliers and freelancers
- Partner organisations and content contributors
- Contractors and service providers

Selection criteria

Essential

- Minimum 4-5 years' experience in a marketing or communications role, with a focus on digital delivery and stakeholder coordination
- Experience and confidence in using digital platforms including CMS (WordPress), email marketing tools (e.g. Active Campaign), and SEO tools (e.g. SEMrush or similar)
- Strong written communication skills with a sharp eye for detail, brand consistency and visual presentation

- Exceptionally organised, with proven ability to manage multiple projects, competing deadlines and approval workflows
- Demonstrated experience managing external agencies, suppliers and creative collaborators
- Process-driven and proactive, with a collaborative mindset and comfort working in a small, multi-skilled team
- Familiarity with digital accessibility standards (e.g. alt text, captioning, colour contrast, readability)

Desirable

- Experience in the health sector or male-dominated industries (e.g. sport, construction, trades, military, automotive)
- Understanding of public health, behaviour change or health promotion communication
- Experience supporting content production (e.g. uploading video, managing file delivery, coordinating reviews)

-Ends-