

Social Media & Content Producer

Organisation	Healthy Male Ltd
Primary function	Marketing
Position title	Social Media & Content Producer
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 Social Media & Content Producer plays a key role in growing Healthy Male's digital presence and engaging target audiences through compelling, platform-specific content. This role is responsible for the end-to-end planning, production and publishing of organic and paid content across Healthy Male's social media platforms — including, but not limited to, TikTok, Instagram, Facebook, LinkedIn and YouTube.

Working with the Communications & Marketing team, the role ensures that all social media activity aligns with Healthy Male's brand, health promotion objectives and campaign priorities. This includes developing and maintaining content calendars, tailoring content to each platform's purpose and audience, and producing high-quality video and visual assets using tools such as CapCut, Canva and Adobe.

A strong understanding of social media trends, platform algorithms and audience behaviours is essential, as is the ability to create relatable, respectful content for male audiences — particularly men aged 18-44. The role requires strong creative and technical skills to produce short-form video content that captures attention and drives engagement, even with limited access to in-person filming opportunities.

The Social Media & Content Producer also leads the day-to-day management of Healthy Male's social media channels, including community engagement, moderation and monitoring. They support performance tracking and reporting, assist in optimising content and campaign strategies based on insights, and contribute to the planning and delivery of paid social and influencer activity.

This is a highly collaborative role that supports the Senior Content Lead on messaging and accuracy, aligns with the Digital Marketing & Operations Lead on paid performance and tracking, and contributes actively to campaign development, team planning and creative brainstorming.

Key responsibilities

Planning and content strategy

- Plan and maintain platform-specific content calendars at least one month in advance
- Tailor content to each platform's audience, purpose and tone of voice
- Ensure all content aligns with Healthy Male's brand, style and accessibility standards
- Contribute ideas to content planning and campaign development in line with strategic priorities

Content production and creative development

- Develop original social-first content formats and health promotion ideas
- Film, edit and produce engaging short-form videos using stock, motion graphics or self-shot footage
- Design visual assets using Canva, CapCut, Adobe or similar tools
- Pitch social-first content ideas that align with campaign goals and audience interests

Social media management

- Manage Healthy Male's TikTok, Instagram, Facebook, LinkedIn and YouTube channels
- Publish content consistently across platforms using Later or similar tools
- Stay up to date with social media trends, algorithm changes and best practices

Community engagement and moderation

- Monitor and respond to comments, DMs and audience interactions
- Answer community questions with empathy and accuracy, aligned with our tone and information standards
- Build trust and engagement through consistent, respectful interactions
- Use sound judgement to manage risk — including when to hide or turn off comments in alignment with content sensitivity, topic relevance or audience behaviour

Paid social and influencer activity

- Plan, execute and optimise paid social campaigns
- Set up and manage ad creative, targeting, budgets and timelines
- Analyse and refine campaigns based on performance insights
- Identify and recommend relevant influencer or creator partnerships to extend reach
- Manage communications and relationships with influencers/creators, ensuring expectations, timelines and content delivery are clear and on-brand

Performance tracking and reporting

- Monitor content and campaign performance using platform analytics
- Report on key metrics, audience insights and engagement trends
- Recommend content or strategy adjustments based on data
- Support monthly reporting across the Communications & Marketing team

Collaboration and coordination

- Work closely with the Senior Content Lead to ensure consistent messaging and content accuracy
- Align organic and paid strategies to maximise impact
- Use project management tools (e.g. Monday.com, Later) to track tasks and deadlines
- Participate actively in team planning, brainstorming and reviews

Key relationships

Internal

- Communications & Marketing Manager
- Senior Content Lead
- Digital Marketing & Operations Lead

External

- Creative agencies and freelancers (as required)
- Influencers, creators and external collaborators
- Online community and audience contributors

Selection criteria

Essential

The role requires the following experience, skills and attributes:

- At least three years' experience in social media, content creation or video production
- Proven ability to plan, script, film, edit and publish high-performing short-form content for TikTok, Instagram, Facebook, YouTube and LinkedIn
- Strong video editing skills for Reels, TikToks, Stories and other native formats, using tools such as CapCut, Adobe, Canva or similar
- Ability to generate original, engaging and brand-aligned content based on current trends, audience insights and platform culture
- Excellent writing skills — able to craft clear, compelling captions and copy tailored to each platform, audience and brand tone
- Strong visual design skills, including the ability to independently create high-quality social media tiles using Canva, Adobe or similar tools
- Confidence in managing and optimising paid social campaigns, including creative setup, targeting, budget management and performance tracking
- Experience creating respectful, relatable content for male audiences, particularly men aged 18-44
- Ability to communicate sensitive or taboo health topics with empathy, clarity and accuracy
- Creative, proactive and digitally fluent, with a strong grasp of platform algorithms, performance metrics and best practice

Desirable

- Background in health, wellbeing or a related field
- Experience creating content for male-dominated audiences or sectors (e.g. sport, trades, military)
- Familiarity with accessibility standards (e.g. captioning, alt text, contrast, readability)
- Experience working with talent, influencers, creators or external partners
- Comfortable and confident appearing on camera if needed

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