

Social Media & Creative Lead

Organisation	Healthy Male Ltd
Primary function	Marketing
Position title	Social Media & Creative Lead
Reports to	Communications & Marketing Manager
Employment type	0.6 FTE (22.8 hours p/w) fixed-term to 30 September 2027
Location	Remote or hybrid (one day per week in Melbourne CBD office)
Supervisory responsibilities	N/a
Financial delegation and/or budget responsibilities	N/a
Date document created/updated	3 February 2026

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, deliver public education and health promotion, collaborate on research and support the health workforce. Our work aims to challenge taboos, increase health literacy and empower men to take action on their health.

The Communications & Marketing team leads Healthy Male's brand, communications and audience engagement strategy. This includes integrated public health campaigns, social media, digital platforms, media activity and stakeholder communications. The team works closely with health experts, researchers and creative partners to deliver credible, engaging and behaviour-changing communications.

Position purpose

The Social Media & Creative Lead is the champion for creative quality across Healthy Male's social channels, setting the standard for how our content shows up online and driving social media growth through highly original, social-first creative thinking.

The role exists to reimagine how men's health information appears in social feeds. Healthy Male works in deeply personal and often private health topics, where audiences may feel hesitant to engage. Success relies on a strong understanding of male audiences and the ability to draw them in through humour, pop culture, timely hooks and unexpected creative approaches, rather than traditional health promotion formats.

At Healthy Male, great social content is platform-fit, audience-led and culturally relevant. Strong creative judgement is essential, with a clear understanding that execution, format, language and visual choices are as important as the underlying idea.

The role is primarily behind the scenes and focused on ideation, creative development and execution. It requires someone who can independently lead the what, why and how of Healthy Male's social media presence, with minimal oversight.

In addition to creative leadership, this role is responsible for the day-to-day management of Healthy Male's social channels, including content planning, scheduling, publishing consistency and performance monitoring.

As Healthy Male's authority on social media platforms, formats and content tools, the Social Media & Creative Lead guides best practice and how social platforms are used across the organisation.

Success is measured primarily by organic follower growth and on-channel engagement, with website traffic considered a secondary outcome.

Key responsibilities

Creative leadership and concept development

- Lead creative ideation for social content across all Healthy Male channels
- Develop bold, social-first concepts that move away from traditional health education formats
- Reframe sensitive or complex men's health topics using humour, metaphor, pop culture and visual storytelling
- Identify timely trends and cultural moments that can be adapted appropriately for men's health topics
- Bring ongoing inspiration and creative references from outside the health sector
- Develop, test and evolve recurring content formats to drive organic follower growth
- Confidently challenge safe or low-impact ideas in favour of stronger creative approaches

Content production and execution

- Design and produce short-form video, carousels and static content optimised for each platform
- Edit content using tools such as CapCut, Canva, Figma or similar
- Translate complex information into clear, engaging and platform-native content
- Maintain high creative, brand and accessibility standards across all outputs

Caption writing and editorial craft

- Write sharp, engaging and platform-native captions that enhance creative concepts and drive interaction
- Craft concise, high-impact on-screen text that supports comprehension without overloading visuals
- Use humour, timing and phrasing to make sensitive topics feel approachable and human
- Adapt tone and structure across platforms based on audience behaviour and context

Visual judgement and brand representation

- Select imagery, footage and visual treatments that align with Healthy Male's brand, tone and audience values
- Demonstrate strong judgement in how men and health topics are represented visually, particularly in sensitive contexts
- Avoid clichéd, stigmatising or fear-based visual tropes common in health communication
- Apply consistent visual taste across stock imagery, creator footage and designed assets

Social platform leadership and strategy

- Act as Healthy Male's internal authority on social media platforms, formats and best practice
- Stay across algorithm updates, platform changes and emerging audience behaviour
- Lead thinking on how social channels are used to attract, engage and retain followers

- Demonstrate strong judgement about what content should be cross-posted versus created natively
- Use performance signals to inform optimisation and experimentation

Planning, scheduling and responsiveness

- Own the planning, scheduling and day-to-day management of organic social channels
- Ensure content is planned at least one month in advance while retaining flexibility for timely moments
- Publish content accurately and consistently using Later or similar tools
- Maintain a strategic, whole-of-channel view rather than treating posts in isolation

Filming, collaboration and creator engagement

- Film in-house social content when appropriate using lightweight or self-shot setups
- Work confidently with Healthy Male experts and advisors to capture content opportunities
- Provide clear guidance on self-shooting requirements for social platforms
- Identify and engage potential creators or partners aligned with Healthy Male's audience and values

Quality, organisation and ownership

- Maintain exceptional written English, spelling and grammar across all content
- Review content thoroughly prior to publishing to ensure accuracy and quality
- Work in an organised, self-directed and transparent way
- Communicate progress, risks and timeline changes clearly and early
- Independently manage workload to ensure reliable delivery within part-time hours

Key relationships

Internal

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

External

- Creative agencies and freelancers (as required)
- Creators and external collaborators
- Online community and audience contributors

Selection criteria

Essential

The successful candidate will demonstrate the following experience, skills and attributes:

- Demonstrated experience (typically 5+ years) in social-first creative design or content creation, with a strong portfolio of original, platform-native work
- Proven ability to think conceptually and apply strong creative judgement to social content
- Demonstrated ability to select and shape imagery that aligns with brand values and audience sensitivity
- Strong understanding of social media platforms, formats and audience behaviour
- Advanced skills in designing and editing digital content, including short-form video, motion, carousels and static assets
- Experience managing social channels end to end, including content planning, scheduling and publishing

- Exceptional written English, with a strong instinct for tone, rhythm and phrasing
- Attention to detail and commitment to quality control and deadlines
- Strong organisational skills and ability to work autonomously with minimal oversight
- Ability to communicate sensitive or private health topics in respectful, engaging and culturally appropriate ways
- Confidence collaborating with subject matter experts, including guiding content capture
- Demonstrated reliability and ability to balance this role alongside other commitments without detriment to delivery
- Familiarity with accessibility best practice for social media content

Desirable

- Background in health, education or social impact sectors
- Experience working with content creators or external collaborators

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