

## Social Media Lead

<b>Organisation</b>	Healthy Male Ltd
<b>Primary function</b>	Marketing
<b>Position title</b>	Social Media Lead
<b>Reports to</b>	Communications & Marketing Lead
<b>Employment type</b>	0.6 FTE (22.8 hours p/w) fixed-term to 30 September 2027
<b>Location</b>	Remote or hybrid (one day per week in Melbourne CBD office)
<b>Supervisory responsibilities</b>	N/a
<b>Financial delegation and/or budget responsibilities</b>	N/a
<b>Date document created/updated</b>	17 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 Lead owns the day-to-day performance and creative quality of Healthy Male's social channels, driving organic growth through strong platform judgement, sharp editorial craft and social-first creative thinking.

The role exists to reshape how men's health information shows up 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. The role requires strong creative and editorial judgement, with a clear understanding that format, language, timing and framing are as important as the underlying idea.

The role is primarily behind the scenes and owns content planning, copy development, channel optimisation and creative direction across Healthy Male's social channels. While some light in-house content capture may occur, the position works primarily through briefing and managing external designers, video producers and freelancers to deliver high-quality outputs. The role requires a high level of independence and accountability as the sole in-house owner of Healthy Male's organic social channels.

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

As Healthy Male's internal authority on social media platforms, formats and best practice, the Social Media Lead guides how social channels 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 Healthy Male channels
- Develop social-first concepts that move beyond traditional health education formats
- Identify timely trends and cultural moments that can be adapted appropriately for men's health topics
- Bring relevant creative references and ideas to support ongoing content evolution

#### **Planning, scheduling and responsiveness**

- Lead monthly and campaign-based social content planning
- Schedule and publish content accurately using Later or similar tools
- Maintain flexibility to create and deploy timely reactive content when required
- Ensure content is prepared in advance while balancing responsive opportunities

#### **Caption writing and editorial craft**

- Write clear, engaging and platform-appropriate captions
- Translate complex health information into accessible, audience-friendly language

- Adapt tone and structure across platforms to maximise engagement

#### **Content coordination and production support**

- Lead briefing and day-to-day management of graphic designers, video producers and freelancers
- Coordinate asset development to ensure content is delivered on time and on brief
- Undertake light in-house filming and briefing where required
- Support the creation of timely or ad hoc content as campaign needs arise

#### **Performance monitoring and optimisation**

- Monitor social media performance and surface key insights
- Identify optimisation opportunities based on engagement and reach data
- Feed performance learnings back into content planning and creative development

#### **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 Lead
- Senior Content Lead
- Digital Marketing & Operations Lead

##### **External**

- Creative agencies and freelancers
- Creators and external collaborators
- Online community and audience contributors

#### **Selection criteria**

##### **Essential**

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

- Demonstrated 3+ years experience managing and growing organic social media channels end to end, including planning, scheduling, publishing and optimisation
- Strong understanding of major social media platforms, formats and audience behaviour

- Demonstrated excellence in social media copywriting, with a strong instinct for tone, pacing and platform-native voice
- Proven ability to contribute to creative ideation and apply sound judgement to social content
- Ability to translate complex health information into clear, engaging and audience-appropriate language
- Experience briefing and coordinating external designers, video producers or freelancers
- Experience working with social content production tools (e.g. Canva, Figma, CapCut)
- Ability to identify timely content opportunities and respond in a planned but flexible way
- Demonstrated experience monitoring performance and applying insights to improve content
- High attention to detail and commitment to quality control and deadlines
- Strong organisational skills and ability to work autonomously within a small team
- Ability to communicate sensitive or private health topics in respectful, engaging and culturally appropriate ways
- Confidence working with subject matter experts to support content capture when required
- Demonstrated reliability and ability to manage workload effectively within part-time hours
- Familiarity with accessibility best practice for social media content

**Desirable**

- Experience developing content or campaigns targeting male audiences, particularly men aged 18-44
- Background in health, education or social impact sectors
- Experience working with content creators or external collaborators

**-Ends-**