

# Position description

## Communications & Editorial Coordinator

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|------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Organisation</b>                                        | Healthy Male Ltd                                                                                                                                           |
| <b>Primary function</b>                                    | Marketing                                                                                                                                                  |
| <b>Position title</b>                                      | Communications & Editorial Coordinator                                                                                                                     |
| <b>Reports to</b>                                          | Communications & Marketing Manager                                                                                                                         |
| <b>Employment type</b>                                     | 0.8 FTE (30.4 hours per week), fixed-term to 30 September 2028                                                                                             |
| <b>Remuneration</b>                                        | \$80,000 annual salary at 0.8 FTE (\$100,000 full-time equivalent), plus superannuation and access to not-for-profit salary packaging                      |
| <b>Work pattern and location</b>                           | Monday, Tuesday, Thursday and Friday (non-negotiable). Remote work three days per week, with minimum requirement of Thursdays in the 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>                       | 19 October 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, written health content, social media, digital platforms, media activity, podcasts and stakeholder communications. The team works closely with health experts, researchers, community members and creative partners to deliver credible, engaging and behaviour-changing communications.

## Position purpose

The Communications & Editorial Coordinator manages hands-on editorial production across Healthy Male's brands, taking agreed briefs through to final approval. The role requires advanced writing and substantive editing skills to transform complex, evidence-based information into accurate, engaging and accessible content.

Most article work begins with drafts generated through Healthy Male's approved AI-assisted workflow. The Coordinator submits team-developed briefs and approved evidence to the drafting tool, then applies advanced editorial judgement to substantially restructure, rewrite and improve the resulting content. This goes beyond proofreading or polishing drafts and requires the skills of an experienced writer and editor.

The role requires an understanding of what each communication needs to achieve. Working within agreed editorial direction, the Coordinator uses audience personas and brand guidelines to inform how information is presented. The focus is on producing factual content people want to read and can use to make decisions about their health.

Working closely with the Senior Content Strategist and Health Content Manager, the Coordinator manages feedback and prepares content for expert review and final approval. The role also provides editorial support for email and social content, assists with podcast production and manages Community Voices communications.

The position is responsible for the quality and reliable delivery of assigned work. It is not responsible for overarching content, channel or marketing strategy.

## Key responsibilities

### Written content development and editing

- Capture agreed content briefs from planning sessions and follow up missing information before production begins
- Submit completed briefs and approved evidence to Healthy Male's approved drafting tool and manage the resulting drafts through editorial production
- Gather and organise proposed source material, coordinating evidence approval with the Health Content Manager or relevant subject matter expert before article drafting begins
- Turn AI-assisted drafts into publication-ready Healthy Male, Dad Starts Now and Dad Included content through substantive editing, rewriting and fact-checking
- Apply strong original writing skills to substantially restructure and rewrite articles and resources, improving their clarity, structure, engagement and audience relevance
- Research, develop and write original long-form content where required, working within agreed briefs and approved evidence
- Use audience personas and the intended purpose of each communication to guide editorial choices, including how the content encourages understanding or action
- Update existing written content to improve accuracy, clarity, relevance, accessibility and search performance

- Edit drafts produced by the Health Content Manager and guide guest writers and contributors through revisions
- Ensure work aligns with the supplied brief, approved evidence, audience needs, brand voice, health literacy principles and editorial standards
- Ensure that a clear and consistent Healthy Male 'voice' is applied consistently through all specified channels
- Develop clear responses for approved external question-and-answer channels, including Reddit and Quora, using verified Healthy Male information

### **Editorial and clinical review workflow**

- Manage written content through drafting, editorial review, clinical or evidence review and final approval
- Coordinate clinical and evidence review with the Health Content Manager and other subject matter experts where required
- Interpret and incorporate feedback accurately, resolve straightforward queries and flag substantive issues early
- Prepare completed written content for final editorial review and sign-off by the Senior Content Strategist
- Maintain clear production workflows, deadlines, approval records and version control
- Follow up contributors and reviewers respectfully to keep agreed work progressing

### **Email and social editorial support**

- Review and edit email copy where required, including copy quality assurance before send
- Work within the Digital Platforms & Performance Lead's ownership of email design, imagery, build, links, audience setup, testing, scheduling and sending
- Review organic social copy only where additional editorial support is requested
- Adapt approved information for different communication formats without introducing unsupported claims or changing its meaning
- Work within the channel direction and final accountability of the Digital Platforms & Performance Lead and Social Media Lead

### **Dad Starts Now podcast editorial support**

- Assist the Senior Content Strategist with episode research and script writing
- Coordinate practical podcast production tasks as agreed with the Senior Content Strategist, who retains responsibility for overall production and episode approval
- Prepare podcast show notes, episode summaries and YouTube descriptions as required

### **Community Voices and participant communications**

- Write and manage regular communications with Community Voices members
- Prepare onboarding communications, session invitations, reminders and follow-up messages

- Write survey invitations, participation information and incentive communications
- Maintain respectful, clear and consistent engagement with members, contributors and participants

### **SEO and content operations**

- Optimise existing articles in line with agreed search priorities and editorial standards
- Support the Senior Content Strategist and SEO agency or partner with content reviews, edits and implementation
- Maintain content production boards, workflows, deadlines and routine approval follow-up
- Maintain organised production files, source materials, approvals and supporting assets
- Provide practical communications and content production support across agreed projects as capacity allows

### **Quality, organisation and ways of working**

- Maintain exceptional written English, spelling, grammar and quality control across all work
- Use AI tools responsibly within Healthy Male's approved governance, evidence and privacy requirements
- Route all AI tool requests, changes, issues, concerns and proposed builds through the Communications & Marketing Manager
- Independently manage assigned editorial work from agreed brief through to final approval, taking ownership of quality, coordination, deadlines and delivery
- Proactively identify missing information, resolve routine editorial and production issues and follow up contributors and reviewers without requiring ongoing direction. Communicate progress clearly and escalate substantive issues or capacity risks early
- Handle sensitive health topics and participant information with care, respect and sound judgement
- Contribute to the continuous improvement of editorial workflows, templates and production systems

Success in this role means delivering content that meets the brief and connects with its intended audience. It also requires reliable management of production, accurate incorporation of feedback and early escalation of issues that could affect quality or delivery.

## **Key relationships**

### **Internal**

- Communications & Marketing Manager – line management, priorities and strategic or reputational escalation
- Senior Content Strategist – briefs, editorial guidance, standards and final editorial sign-off
- Health Content Manager and subject matter experts – clinical and evidence review

- Digital Performance & Platforms Lead – email, website and SEO implementation requirements
- Social Media Lead – social copy, podcast promotion and channel requirements
- Other Healthy Male staff involved in campaigns, research, consultation and content development

#### **External**

- Writers, health experts and other content contributors
- Podcast guests, producers and production partners
- SEO and other specialist agency partners
- Community Voices members, research participants and audience contributors

## **Selection criteria**

#### **Essential**

- Significant hands-on professional experience in substantive editing and long-form writing, with a demonstrated track record producing high-quality articles, features, educational resources or other substantial written content
- Advanced substantive editing and proofreading skills, including the ability to restructure, rewrite and significantly improve content for clarity, accuracy, engagement and audience relevance
- Excellent original writing skills, including experience researching unfamiliar subjects, developing content angles and producing long-form content through to publication
- Creative editorial judgement, with the ability to use audience needs and communication objectives to guide decisions within an agreed brief.
- Strong editorial judgement and the confidence to identify unsupported claims, unclear reasoning, missing context and content that does not meet the brief
- Experience coordinating feedback and approvals with subject matter experts, contributors and internal stakeholders
- Strong editorial judgement and confidence learning and using AI-assisted editorial workflows, including the ability to critically evaluate drafts, identify unsupported claims and substantially improve their structure, clarity and effectiveness
- Strong organisational skills and demonstrated ability to manage multiple concurrent workflows and deadlines
- High attention to detail and a consistent commitment to accuracy, quality control and reliable delivery
- Ability to work autonomously while collaborating openly and constructively within a small team
- Ability to communicate sensitive or private health topics in respectful, inclusive and audience-appropriate ways
- Strong digital literacy and confidence learning content, project management and communication platforms
- Availability to work the required Monday, Tuesday, Thursday and Friday pattern, including Thursdays in the Melbourne CBD office

**Desirable**

- A relevant qualification in communications, journalism, professional writing, publishing, or a related field
- Experience in health, science, education, public health or the social impact sector
- Experience editing health, medical, scientific or other evidence-based information
- Experience adapting content for email, social media, podcasts and other communications formats
- Experience with SEO content optimisation and content management systems
- Experience providing podcast editorial support, contributor management or community consultation