



POSITION DESCRIPTION

DIGITAL ENGAGEMENT MANAGER

 ruok.org.au

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Position Description

Job Title	Digital Engagement Manager
Reports to	Marketing and Communications Director
Relates to	- Internal: Marketing & Communications portfolio and broader R U OK? team. - External: digital suppliers, platform providers, agencies, content creators, website developers, and sector stakeholders.
Type of position	Permanent - Full Time
Location	Barangaroo, Sydney (hybrid office 2 days / work from home 3 days)
Qualifications and Experience required	Essential - Relevant tertiary qualification in Digital Communications, Marketing, Media, Communications or a related discipline. - Minimum five years' experience in digital engagement, social media, content marketing or digital communications. - Demonstrated experience managing organisational social media channels, digital content, online communities and audience engagement. - Experience creating, publishing and optimising content across social media, websites, email and other owned digital channels. - Experience managing websites and content management systems. - Experience managing online communities involving sensitive or high-risk subject matter, including moderation and issue escalation. - Demonstrated use of analytics, audience insights and performance data to improve digital content and channel effectiveness. - Strong copywriting, storytelling and digital content creation skills. - Experience managing digital projects involving multiple stakeholders, suppliers and platforms. - Strong organisational and project management skills, including managing competing priorities and deadlines. - Understanding of accessibility, inclusion and culturally safe communication practices. - Experience with digital marketing, analytics, email marketing, CRM and marketing automation platforms (Salesforce preferred).

Key Skills and Capabilities	• Social media and digital content strategy. • Content creation, copywriting and storytelling. • Online community engagement and moderation. • Website and email content management. • SEO and digital content best practice. • Audience analytics, reporting and performance optimisation. • Stakeholder and supplier management. • Risk management and issue escalation. • Strong organisational and project management skills. • Accessibility and inclusive communication practices. • Ability to work effectively in a small, agile and collaborative team.
Other information	• Flexibility to respond to changing priorities and peak campaign periods. • Employment subject to satisfactory National Police Check and Working with Children Check. • Genuine interest in public health promotion, suicide prevention and community wellbeing. • Commitment to a positive, inclusive and psychologically safe workplace culture.

Primary Purpose

The Digital Engagement Manager is responsible for managing and optimising R U OK? social media presence and owned digital channels to increase audience engagement, resource utilisation, and participation in meaningful conversations.

The role leads the planning, creation, and delivery of content across social media, website, email, and other owned digital channels, ensuring content is engaging, accessible, evidence-informed and aligned with organisational priorities.

Working closely with the Marketing and Communications Director, Marketing Manager, and Communications Manager, the Digital Engagement Manager supports the delivery of integrated campaigns, R U OK? Any Day initiatives and year-round audience engagement activities.

The role combines content strategy, audience engagement, analytics, and hands-on content creation. Success requires creativity, strong digital literacy, sound judgement, excellent communication skills, and the ability to engage diverse audiences through digital channels.

Responsibilities

Digital Content Planning and Delivery

- Develop and implement social media and digital engagement plans aligned with organisational priorities and campaign objectives.
- Create, publish, and optimise engaging content across social media, website, email, and other owned digital channels.
- Coordinate and produce digital content assets including written, visual, and multimedia content suitable for a range of digital platforms.
- Manage organisational content calendars and coordinate digital content planning across business.
- Ensure content is aligned with the R U OK? tone of voice, style guide, and brand standards.
- Identify opportunities to repurpose and optimise content to maximise audience engagement and campaign impact.
- Support implementation of R U OK? Any Day activity through ongoing digital content and audience engagement initiatives.

Social Media and Online Community Engagement

- Manage R U OK? social media presence across all approved channels.
- Foster safe, inclusive, and meaningful online communities through active engagement and moderation.
- Monitor and respond to comments, direct messages, and user-generated content in line with organisational guidelines.
- Identify and escalate safeguarding, reputational, or psychological safety risks as required.
- Support audience participation and advocacy through proactive community engagement activity.

Website and Digital Platform Management

- Manage website content planning, publishing, and optimisation.
- Coordinate content updates, landing pages, and digital resource publication.
- Work with developers, suppliers, and platform providers to maintain an accessible and effective digital experience.
- Support search optimisation and website usability improvements.
- Collaborate with internal stakeholders to improve the effectiveness, accessibility, and user experience of R U OK? digital channels.

Audience Insights and Performance

- Monitor, analyse and report on social media, website, email, and digital channel performance.
- Utilise audience insights and performance data to improve content effectiveness and engagement outcomes.
- Contribute digital engagement data and insights to organisational reporting and impact measurement activities.
- Identify emerging digital engagement opportunities, trends, and platform developments relevant to organisational objectives.

Stakeholder and Project Management

- Maintain productive relationships with digital suppliers, developers, agencies, and platform providers.
- Support delivery of marketing campaigns and organisational initiatives through effective digital engagement activity.
- Manage allocated budgets and supplier expenditure responsibly.
- Ensure digital projects are delivered on time and within budget.
- Represent R U OK? at relevant meetings, workshops and events as required.

Governance and Operational Management

- Ensure compliance with organisational policies, accessibility standards, and relevant legislation.
- Apply responsible practices when using AI-enabled and emerging digital technologies.
- Maintain accurate records, reporting and project documentation.
- Undertake other duties as reasonably required.

Key Performance Indicators

	Key Performance Indicators	Measures
1.	Deliver and optimise social media and digital engagement plans	• Social media and digital engagement activities delivered in support of organisational priorities and campaigns • Content calendars maintained and implemented effectively • Audience growth, engagement, and participation targets achieved • Digital projects delivered on time and within budget.
2.	Create and optimise digital content across owned channels	• Consistent delivery of high-quality content across social media, website, and email channels • Content aligns with brand, accessibility, and tone of voice standards • Content performance regularly reviewed and optimised • Audience engagement metrics meet agreed targets
3.	Manage and optimise owned digital platforms	• Website content remains current, accurate and audience focused. • Digital content and channel performance are regularly monitored and reported. • Opportunities identified and actioned to improve usability, accessibility, and audience engagement. • Website updates, digital resources, and platform enhancements delivered effectively.
4.	Support implementation of R U OK? Any Day and year-round engagement activity	• Delivery of agreed digital engagement initiatives supporting organisational priorities • Effective promotion of year-round participation opportunities through digital channels • Audience engagement opportunities identified and actioned throughout the year • Digital activities support campaign, engagement, and social impact objectives
5.	Foster safe and meaningful community engagement	• Community moderation completed in accordance with organisational guidelines • Psychological safety, safeguarding, and reputational risks identified and escalated appropriately • Positive audience interactions and community participation achieved

		• Online engagement reflects organisational values and tone of voice
6.	Use audience insights and analytics to drive improvement	• Performance data regularly monitored and reported • Actionable recommendations provided to improve digital content and channel performance • Continuous optimisation informed by audience behaviour and insights • Digital engagement data contributes to organisational reporting and impact measurement activities
7.	Contribute to broader organisation deliverables	• Effective collaboration across campaigns, programs, and organisational initiatives • Positive stakeholder and supplier relationships maintained • Support delivery of cross-functional projects and priorities
8.	Contribute to a collaborative and effective team environment.	• Proactive collaboration with team and stakeholders • Active participation in team and stakeholder meetings.

Remuneration and Conditions

- Salary commensurate with the successful applicant's skills and experience
- Ability to Salary Package
- Extended leave provisions including loyalty leave, Summer Fridays and birthday leave
- Commencing as soon as possible