

Senior Manager Content and Youth Involvement (Parental Leave cover)

May 2025

Reporting to:	Deputy CEO
Direct reports:	5-8
Status:	Minimum 7 months (mid-July 2025 start) Fixed term, Full-time
Salary range:	Commensurate with experience (\$150-\$155k) + super + NFP salary packaging
Location:	Hybrid Model (our office is in Central Sydney)

ReachOut is an inclusive workplace, committed to providing opportunities for people from diverse and often marginalised groups. We encourage applications from people of all ages, backgrounds, and identities. This includes but is not limited to people with living experience of mental health issues and/or recovery, Aboriginal and Torres Strait Islander peoples, people from culturally and linguistically diverse backgrounds, people who identify as LGBTQIA+ and people with disability.

What ReachOut does

At ReachOut we are guided by a clear, simple ambition – helping young people feel better. This means that everything we do is designed to help young people feel:

- better in the moments when they most need help
- better about who they are and their place in the world.

And be:

- better able to cope with the challenges they're facing today
- better set up and equipped to manage when life doesn't go as planned.

Anonymous and confidential, ReachOut is a safe place where young people can openly express themselves, get a deeper understanding and perspective on what's happening in their lives, connect with people who will provide judgement-free support, and build the resilience to manage their challenges now and in the future.

100 per cent online and designed specifically for – and with – young people, ReachOut lets young people connect on their terms at anytime from anywhere. And, ReachOut Parents and ReachOut Schools provide valuable information, resources and advice to help parents, carers and educators to better understand the young people in their lives and to play an active role in their wellbeing.

Better

starts

with

us

About the role

We're looking for an energetic, warm, strategic, people-focused leader to join ReachOut as the **Senior Manager – Content and Youth Involvement (Parental Leave Cover)**. This is a pivotal leadership position overseeing our content and youth involvement strategies, with a strong emphasis on maintaining team culture, guiding priority-setting, and problem-solving in an ever-evolving strategic environment.

We're at an exciting time for the organisation, moving into a new strategic period, so we're looking for somebody confident in navigating change and bold ideas. You'll need to be comfortable hitting the ground running!

This role is ideal for a digital native and natural people leader who thrives on building collaborative, high-performing teams and gets things done through relationships, not micromanagement. You'll have experience either leading a content or program-level function, and you have a deep understanding of the youth audience.

Our team vision is to develop a confident, connected and collaborative team that shares a belief in the power of lived experience and safe storytelling. We focus on providing quality support services in a safe and engaging way.

You will ensure that ReachOut's content is based on best practices in mental health and wellbeing and that the systems, people and structures are in place to provide high-quality support that responds to the needs of young people and parents.

You work closely with the Product team to design and develop our online products, the Fundraising and Marketing team to increase reach and engagement of content for all audiences, and the Research team to monitor key outcomes and drive continuous program improvement.

You also lead our Youth Involvement Program, which encompasses both Youth Ambassadors and Youth Advocacy, providing management and coaching to the Volunteer Coordinator and working with the Public Affairs and Advocacy team.

Key tasks

Leadership and People Management

- Provide confident, calm leadership to a multi-disciplinary team (currently 5 direct reports, and 1 indirect).
- Foster an inclusive and positive team culture that values connection, open communication, and impact.
- Lead with empathy and clarity – supporting prioritisation, coaching team members, and helping manage workloads to avoid burnout.

- Model excellent people leadership, drawing on your extensive management experience.

Content strategy

- Ensure the ongoing success of the content strategy, ensuring ReachOut remains in line with a digital-first multi-channel approach
- Ensure all content aligns with the organisation's strategic goals, key messages, and brand voice.
- Oversee content planning, ensuring timely and effective delivery of key projects and contractual obligations
- Ensure the Content Team meaningfully involves young people and parents in the development and review of content.
- Partner with the Product and Marketing teams to deliver integrated experiences across our platforms.
- Embrace trends, tools, and technologies in the content and media landscape.

Stakeholder and Cross-Functional Collaboration

- Work closely with other departments such as Product, Marketing and Research to create content that supports organisational goals.
- Maintain excellent working relationships across internal teams and external partners.
- Support the management of an external SEO agency.
- Liaise with external partners, vendors, and contractors to manage outsourced content projects when necessary.
- Act as the main point of contact for content-related inquiries from internal and external stakeholders.

Youth Involvement

- Lead the Youth Involvement Program, focusing on connecting young volunteers to share their experiences and contribute to shaping the organisation's services, including proactively creating these opportunities.
- Provide leadership, management and coaching to the Volunteer Coordinator
- Support the delivery of the Youth Advocacy Program - in partnership with the Public Affairs and Advocacy Team, providing direction and decision-making to the program.

Program and Risk management

- Accountability for ensuring content and volunteering adhere to ReachOut's duty of care framework and risk management systems.
- Liaise with ReachOut's Clinical Advisory Group, to seek advice on best practice and service improvements relating to delivering online mental health content.

- Monitor and report on key KPIs and program deliverables.

Service development

- Collaborate with the Product, Research and Technology team to support development of innovative digital solutions as part of our new strategy.
- Present and report on the effectiveness of ReachOut's content, as needed, to stakeholders (internal and external).

Main relationships

With	Purpose
1. Deputy CEO	The Director is responsible for overarching leadership and the strategic vision.
2. Content Team and Youth Involvement Coordinator	Provide leadership, management and support to your direct reports.
3. Service Delivery team	Participate as a positive and contributing team member. Ensure alignment of programs to the different audiences.
4. Senior Marketing Manager	Collaborate on development of content for beyond.com and consult on branding considerations of content
5. Head of Product, Senior Product Managers	Collaborate on development of innovative digital solutions to meet program goals

Selection criteria

To be successful in the role, you need:

- Significant experience (7+ years) leading digital content or health programs, including managing teams and budgets.
- Strong leadership skills with the ability to foster a positive, high-performing, and inclusive team culture.
- Proven track record of delivering digital-first, multi-channel content strategies aligned to organisational goals.
- Excellent prioritisation and project management skills, with the ability to drive outcomes in a fast-paced environment.
- Deep understanding of young people as a diverse audience and a strong commitment to co-design and youth participation.
- Strong stakeholder engagement and cross-functional collaboration skills.
- Alignment with ReachOut's mission and values, including a commitment to safe, inclusive, and impact-driven mental health support.