



JOB DESCRIPTION

Cancer Council Australia is the nation's leading non-government cancer control organisation. We develop and promote independent, evidence-based policy and information on cancer prevention, detection, treatment and care. We support our members, the eight state and territory Cancer Councils, to: undertake and fund cancer research; prevent and control cancer; and provide information and support for people affected by cancer.

JOB TITLE:	Media Manager	STATUS:	Permanent
LOCATION:	Surry Hills	HOURS:	35 hours per week
REPORTS TO:	Director, Communications	POSITION NO:	CCA1001-1

Organisational context

The position is part of the Communications Unit, whose primary role is to communicate advances and issues in cancer control to the public and health professionals, enhance and protect Cancer Council Australia's corporate image and maintain its position as the leading authority on cancer.

Role description

The Media Manager works with the Director, Communications and the Communications Team to effectively communicate Cancer Council priorities and messages to consumer and health media, support our advocacy efforts and build Cancer Council Australia's public profile.

Key requirements include meeting daily requests from print and electronic media, developing creative PR campaigns and writing releases, editorial and copy for Cancer Council publications, collateral and online.

Essential to success is the ability to work with our state and territory Cancer Councils to ensure a coordinated and consistent approach that maximises national, state and territory media coverage.

Main challenges

- Build Cancer Council's media profile and reputation to ensure we are "first port of call" for media reporting on cancer. Respond rapidly to media requests, including those outside normal business hours.
- Work closely with counterparts in state and territory Cancer Councils to ensure all Cancer Councils contribute to and benefit from opportunities to generate national publicity.
- Increase our presence on high rating national TV programs and devise fresh and creative approaches to reach key audiences, including those tuning in through our rapidly developing social media channels.
- Work with Director, Communications to manage issues and mitigate risk.

Key relationships

- Director Communications, Director Advocacy, Chief Executive Officer.
- Media Managers Network – state and territory Media Managers.
- National Committee Chairs – experts in public health and cancer care and support. Designated spokespeople for Cancer Council Australia.

Primary accountability

Ensure Cancer Council Australia maintains and extends its profile as the recognised source of information and advice for media on national cancer control issues and plays an active role in media and public debate on all questions related to cancer control.

Key accountabilities

- Respond to day to day media requests, adding value wherever possible to exceed media expectations.
- Proactively engage with radio, print, TV and other web-based media to secure opportunities for comment, interviews and other coverage. Foster and maintain relationships with key health media.
- Develop and execute media strategies and national PR activity in liaison with state and territory communications staff to ensure a coordinated approach and consistent national messaging.
- Provide reports and analysis of the success of major media launches and campaigns.
- Brief Cancer Council spokespeople for interviews and source required research papers, articles etc.
- Support the Director, Communications in management of media issues. Assess and mitigate risk.
- Write/edit/proof media releases, editorial, opinion pieces, copy for websites, brochures, flyers, publications and scripts for community service announcements.
- Coordinate content development for Cancer Council's *Annual Review*.
- Contribute to development of Cancer Council's Facebook, Twitter and You Tube sites and other new media options to reach target audiences moving away from traditional media.
- Advise on/provide responses where required to more complex public inquiries.
- Contribute to development of the Communications Plan.
- Provide communications advice and coordinate media training for staff and national committee chairs.
- Coordinate the Media Managers Network, including teleconferences and face to face meetings.
- Assist in the preparation of annual department budgets, strategic business plans and activity reports.
- Contribute to the overall well-being of the organisation and avoid participation in any activity that might be harmful to the good operation, health, or reputation of the organisation.
- Be alert to any unsafe work practices or environments and take steps to ensure that no staff member or visitor is placed in a position potentially dangerous to themselves or others.

Financial accountabilities

- Accurate and timely reporting of expenditure against agreed budgets.

Selection criteria

Essential

- Proven media and issues management expertise at a senior level, with a minimum of three to five years experience in media relations.
- Demonstrated ability to raise organisational profile by securing significant media exposure.
- Track record in building and enhancing media relationships.
- Hands-on experience and enthusiasm for social media.
- Exceptional written and strong oral communication skills.
- Excellent interpersonal skills.
- Ability to operate in a complex, multifaceted charitable environment.

Desirable

- Enhanced computer skills especially MS Word, Excel and PowerPoint.
- Experience with digital technologies, including film and audio editing.
- Understanding of and commitment to the not-for-profit sector.

Reviewed by:	Director, Communications	Date:	January 2012
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