

POSITION DESCRIPTION

Cancer Council Australia is the leading national 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:	Brand Project Manager	DIVISION:	Cancer Control Campaigns and Communications
LOCATION:	Sydney	STATUS:	9 Month Parental Leave Cover with possibility of extension
REPORTS TO:	Senior Brand Manager	HOURS:	35 hours per week
AWARD:	Award Free		

Organisational context

As Australia's leading cancer charity, Cancer Council unites the community, provides support, invests in research and saves lives. We are proud to work across all stages of the cancer journey from prevention to end of life.

Cancer Council Australia's key strategic priority areas are research, prevention, support, policy, advocacy and sustainability.

Role description

The Brand Project Manager role sits within the Cancer Control Campaigns & Communications Division of Cancer Council Australia and offers an exciting opportunity to apply your project management and strong stakeholder engagement leadership within a complex stakeholder environment.

The Brand Project Manager will project manage the delivery of a new brand identity to reflect the expanded services that will form part of The Cancer Navigation Service, a component of the [Australian Cancer Nursing and Navigation Program](#). This Federal Government funded project makes for a high profile, high impact role, requiring deep understanding and application of project management in a marketing context.

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You will work in tandem with the Senior Brand Manager and the Navigation Steering Committee to ensure the new brand identity and associated deliverables are achieved within the agreed budget and timeline, whilst ensuring project risk is effectively managed.

Experience in public health, cancer control and / or driving acquisition to services is ideal, but not a prerequisite.

Primary Accountabilities

- Lead the stakeholder engagement around the development of a new brand identity, consulting and reflecting inputs from the Cancer Council federation, broader cancer control sector, healthcare workers, priority audiences, and all other interested parties
- Build trusting relationships with key stakeholders, with a view to building cohesion and consensus, and expediting decision-making.
- Oversee all contract management, including for creative, media and specialist priority audience agencies
- Ensure that agencies and other suppliers are meeting their contractual deliverables
- Manage a multi-million-dollar brand development budget
- Adeptly manage project contributors up and down, providing clear expectations on their roles, and holding team members accountable for timely and high-quality deliverables
- Provide support in coordinating and overseeing creative production and ensuring assets are created to spec, on time and within budget
- Contribute to the continuous review and improvement of systems and processes across the lifecycle of the branding project
- Assist with the coordination of key meetings and events, including working with the Senior Brand Manager to circulate strategic, considered and timely updates, talking points, stakeholder presentations, and other campaign collateral
- Lead the coordination of, and contribute to, all third party briefs
- Lead strategic reporting of all brand campaign activity.

Other Accountabilities

- Work Health and Safety:
 - Contribute to a safe workplace.
 - Promote and implement health and safety policies and procedures.
- Any other duties that may be required to meet the needs of the business.

Main Challenges

- Working across a broad range of tasks simultaneously
- Working with a complex stakeholder network, with competing priorities and points-of-view
- Ensuring the service is fit for the cancer support sector, not just Cancer Council
- Improving the efficiency and effectiveness of systems and processes
- Working to tight timelines.

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Key Relationships

Position reports to Senior Brand Manager.

Position works closely with the following roles:

- Navigation Steering Committee (made up of a cross-section of C-Suite Cancer Council federation representatives)
- Creative, research and media agencies, including specialists in First Nations, Culturally and Linguistically Diverse and healthcare professional communications
- The broader cancer control / public health sectors, with an interest in the Australian Cancer Nursing and Navigation Program
- Key CCA CCCC Division members including Brand Project Manager, Director of Cancer Control Campaigns & Communications, Head of Marketing & Communications, Head of Campaigns
- Cancer Council committees including Marketing and Fundraising Committee and its marketing sub committee
- Cancer Council Australia staff
- Federal Government

Selection Criteria

- 7+ years' experience in project management or similar role within a marketing environment
- Proven ability to coordinate external vendors, including marketing agencies
- Ability to build effective relationships with multiple internal (from junior team members to C-Suite) and external stakeholders, ensuring the delivery of major programs, on time and on budget
- Excellent communications skills – ensuring timely, succinct and strategically aligned updates to a broad cross-section of stakeholders
- Excellent project leadership skills – an autonomous self-starter
- A seasoned diplomat, able to juggle competing points-of-view and negotiate consensus, whilst meeting tight deadlines
- Demonstrable experience in driving improvement and optimisations in our processes and internal communications
- Exemplary organisation skills, being one step ahead of the team in proactively anticipating obstacles, workshopping solutions and ensuring the seamless running of complex projects
- Excellent knowledge of MS Office, including MS Excel.
- Excellent knowledge of Monday & Asana.
- A team player with a commitment to the cause.

APPROVED BY:

Date: October 2024

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