

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:	Campaign Officer	DIVISION:	Cancer Control Campaigns and Communications
LOCATION:	Sydney	STATUS:	12-month full time contract
REPORTS TO:	Senior Campaign Manager (Partnerships)	HOURS:	35 hours per week
AWARD:	Clerks Private Sector Award – Level 3	AWARD: <input checked="" type="checkbox"/> YES	AWARD: <input type="checkbox"/> NO
POSITION NO:	CCA-MC-45-2025	LAST UPDATED:	

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 Campaign Officer sits within the National Campaigns team in the Cancer Control Campaigns and Communications division and supports the delivery of large-scale, integrated marketing campaigns. This role enables Cancer Council Australia to deliver high-impact marketing campaigns aimed at reducing the incidence and mortality of cancer.

The Campaign Officer will bring a strong understanding of integrated campaign partnership and content development processes, using this knowledge to help guide our marketing activities. The role requires excellent organisational skills, attention to detail, and the ability to manage timelines and approvals across multiple projects. It also demands confidence working with a broad range of stakeholders to ensure third-party voices are strategically aligned, brand-safe and support the

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Document ID: CCAFCS42	Created by: Lisa Miskell	Version: 1.1	Reviewed Feb 2024	Review due: Feb 2027

behaviour change goals of our work, while also seeking opportunities to innovate and drive campaign effectiveness.

Primary Accountabilities

- **Campaign Coordination:** Coordinate day-to-day delivery of integrated content partnerships as part of large-scale national campaigns, across partner and owned channels.
- **Content Production:** Oversee the development and rollout of partnership content across a variety of formats and platforms (e.g. social media, digital media, broadcast, audio, editorial, website), ensuring third-party partners have developed content aligned with briefed objectives, brand and creative guidelines, and campaign timelines.
- **Stakeholder Liaison:** Work closely with the Cancer Control Campaigns and Communications division, internal teams, external agencies, talent, and media partners to ensure alignment on campaign strategy, deliverables and facilitate approvals.
- **Content Approval & Quality Control:** Support the review and approval of partnership campaign content; ensuring accuracy, consistency, and adherence to CCA governance and public-health communication requirements.
- **Communication Clarity:** Deliver clear and consistent verbal and written communication to all campaign stakeholders by sharing accurate updates, maintaining shared documentation, and supporting collaboration on timelines and deliverables.
- **Performance Tracking:** Assist in monitoring campaign performance and optimisation by gathering data and insights from partners, compiling analysis, and contributing to campaign evaluations.
- **Timeline Management:** Manage project timelines by maintaining critical paths and deliverable trackers, identifying risks to delivery, and escalating issues where appropriate.
- **Campaign Team Support:** Provide operational support across national Cancer Council Australia campaigns as required.
- **Budget Management:** Assist with budget tracking and the processing of invoices, ensuring it sits within allocated budgets.
- **Trend Monitoring:** Stay informed on media and marketing trends, helping identify new opportunities or efficiencies to support campaign effectiveness.

Other Accountabilities

- **Work Health and Safety:**
 - Provide a safe workplace.
 - Promote and implement health and safety policies and procedures.
 - Ensure employees are trained in the safe performance of their assigned tasks.

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- Provide adequate resources to meet the Cancer Council's commitment to health and safety.
- Any other duties that may be required to meet the needs of the business.

Main Challenges

- Coordinating multiple layers of approvals and governance processes while maintaining campaign momentum, creativity and accuracy.
- Consolidating detailed feedback from multiple internal and external stakeholders into clear and concise direction, keeping campaign delivery focused and on track.
- Building strong relationships with internal teams, agencies, talent, and media partners.
- Delivering engaging and evidence-based content authentically via integrated partnerships, balancing the priorities of Cancer Council Australia and our partners.
- Managing competing timelines and priorities across concurrent campaigns within a fast-paced environment.
- Collaborating as part of an integrated communications team to deliver best in class activity across all communications platforms.

Key Relationships

Position reports to the Senior Campaign Manager (Partnerships)

Position works closely with:

- Head of Campaigns and Campaigns Team (Paid Media, Project Management)
- Senior Media & Communications Manager and Earned Media & Influencer Team
- Influencer Marketing Manager
- Owned Content team
- Third-party media & brand partners, including paid media, creative and specialist agencies
- Cancer Council Australia Staff
- Federal Government Department of Health, Disability and Ageing

Selection Criteria

Essential:

- 3-5 years' experience in marketing, communications, media or campaign delivery.
- Proven experience supporting the delivery of integrated marketing campaigns, including content development across formats such as social media, digital, broadcast, audio, editorial, website, or influencer.
- Strong organisational and project coordination skills, with the ability to maintain attention to detail while managing multiple deadlines and approval processes simultaneously.
- Excellent interpersonal and communication skills, with experience working collaboratively across internal teams and external partners, including agencies.
- Knowledge of marketing and media campaign evaluation methods, and experience contributing to campaign performance reports.

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- A strategic thinker, with the ability to see the bigger picture while also being comfortable working hands-on in a fast-paced environment.
- A dedicated team player with a commitment to the charitable purpose of CCA

Desirable:

- Tertiary qualifications in Marketing, Communications, Media or a related field.
- Experience managing brand or media partnerships across large-scale national campaigns in a charity or social impact setting.
- Understanding of brand governance and risk management strategy.
- Experience working on government or public health campaigns and/or projects.

APPROVED BY:	Director Cancer Control Campaign and Communications	Date: June 2025
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