

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 (Paid Media)	DIVISION:	Cancer Control Campaigns and Communications
LOCATION:	Sydney/Melbourne/Brisbane	STATUS:	12 month contract
REPORTS TO:	Campaign Manager (Paid Media)	HOURS:	35 hours per week
AWARD:	AWARD FREE		

Organisational context

Cancer Council Australia is the nation's leading cancer charity, working across research, prevention, support, policy and advocacy. As part of the Cancer Control Campaigns & Communications division, this role contributes directly to delivering insight-driven national cancer prevention campaigns that save lives.

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

Role description

Reporting to the Campaign Marketing Manager, the **Campaign Officer** supports the planning, execution and optimisation of national cancer control campaigns across digital (online) and traditional (offline) paid media channels.

The role requires strong end-to-end campaign management skills and a deep understanding of paid media across TV, BVOD, radio, out-of-home, display, social, search and video. The successful candidate will be confident building and troubleshooting digital campaigns in Meta, Google Ads/YouTube and LinkedIn, while also effectively managing agency partners to ensure activity is delivered accurately, efficiently and in line with strategy.

A core focus of the role is turning media performance data into insights, ensuring campaigns run efficiently and deliver on behaviour-change objectives. The successful candidate will be confident

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navigating media metrics, identifying optimisation opportunities and providing clear performance reporting to internal and external stakeholders.

Primary Accountabilities

Supporting the Campaign team across all media planning & execution of digital, programmatic, social media & offline media. This role will also support the partnership stream in large scale sponsorships & integrations, as well as managing the reporting & analytics of national cancer control campaigns:

1. Paid Media Execution

- Build and launch paid campaigns directly within Meta, Google Ads/YouTube and LinkedIn platforms.
- Create and manage material instruction sheets and implementation documents, working closely with internal teams and agencies to ensure assets meet platform and campaign requirements.

2. Performance Analysis & Reporting

- Lead weekly, monthly and end-of-campaign reporting across all digital channels.
- Translate data into clear insights, trends and recommendations for internal and external stakeholders.
- Identify optimisation opportunities using platform data, Google Analytics, and agency dashboards.

3. Cross-Channel Marketing Support

- Assist in coordinating integrated campaigns across digital (paid search, paid social, video, programmatic) and offline channels.
- Collaborate with the Content, Digital and Media & Communications teams to create and manage campaign content for owned channels, including social media, ensuring that all content is on-brand and aligned with campaign objectives.
- **4. Stakeholder & Agency Collaboration** Work with media and creative agencies to ensure smooth delivery of campaign components.
- Provide clear briefs, feedback and direction based on performance insights and support across national Cancer Council Australia campaigns as required.
- Support relationships with government partners and Cancer Council state/territory teams.
- 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.

5. Risk Identification & Escalation

- Proactively identify potential risks and escalate issues early to minimise impact on campaign delivery and outcomes.

6. Budget Tracking & Administration

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- Monitor paid media budgets in line with campaign allocations, working with internal teams to process invoices, monitor spend and ensure campaign activities are delivered within scope.

Other Accountabilities

- Work Health and Safety:
 - Contribute to a safe workplace.
 - Comply with health and safety policies and procedures.
 - Undertake training to ensure the safe performance of assigned tasks.
- Any other duties that may be required to meet the needs of the business.

Main Challenges

- Working across a broad range of tasks simultaneously
- Constantly striving to innovate our marketing outputs
- Staying up to date with rapidly evolving platforms and updates
- Leveraging reporting insights to optimise current and future campaigns
- Consolidating detailed feedback from various internal and external stakeholders into clear and concise direction, keeping campaign delivery focused and on track
- Being proactive, managing up, with the ability to craft clear and informative reverse briefs to ensure campaign delivery
- Building strong relationships with internal teams, agencies, talent, and media partners.
- Working with a complex stakeholder network, within the Cancer Council federation and our Government partners
- Improving the efficiency and effectiveness of team systems and processes
- Managing competing timelines and priorities across concurrent campaigns within a fast-paced environment

Key Relationships

Reports to: Campaign Manager

Works closely with:

- Head of Campaigns
- Campaign Team (Project and Partnerships)
- Content & Digital team
- Media & Communications team
- Navigation Team
- Finance Team
- Director, Cancer Control Campaigns & Communications
- Director, Cancer Control Policy

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- Cancer Council Australia staff
- Cancer Council federation committees and staff
- Media agency partners
- Commonwealth Government stakeholders

Selection Criteria

Essential

- Demonstrated experience working across paid media (online + offline) with an understanding of how channels work together.
- Hands-on experience running or managing campaigns in Meta Ads Manager, Google Ads/YouTube, and LinkedIn Campaign Manager, with the capability to build or troubleshoot campaigns if needed.
- Strong analytical skills with proven ability to interpret media performance data and produce clear, insight-led reports.
- Experience working with media agencies, understanding media plans and performance dashboards.
- Confidence working with metrics across digital (CPM, CPC, CTR, VTR, reach, frequency) and offline.
- Strong organisational skills with the ability to manage multiple campaigns, deadlines and stakeholders.
- Excellent written and verbal communication skills.

Desirable

- Experience with DV360 or programmatic DSPs.
- Knowledge of behaviour-change or public health campaigns.
- Experience working in government or NFP environments.
- Familiarity with Google Analytics, UTM strategies and basic measurement frameworks.

Personal Attributes

- Data-driven and detail-focused
- Proactive problem solver
- Strong communicator
- Able to simplify complexity
- Calm under pressure and deadline-driven
- Passionate about prevention and public health outcomes

APPROVED BY:

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