

## 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.*

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

### 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

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