



Director, Cancer Control Campaigns and Communications

Candidate Information Pack

About Cancer Council Australia

Cancer Council Australia is the nation's leading non-government cancer control organisation. We unite the eight state and territory Cancer Councils to deliver evidence-based policy, advocacy, prevention, support services and research investment. Our work spans every stage of the cancer journey, ensuring that no one faces cancer alone.

Our strategic priorities include:

- Cancer research
- Policy and advocacy
- Prevention and early detection
- Sustainability and organisational excellence
- Information and support for people affected by cancer

Role Overview

The Director, Cancer Control Campaigns and Communications is a key member of the Executive Team, reporting directly to the CEO. This role leads Cancer Council Australia's national marketing, communications, campaigns, and digital strategy, ensuring all activity is integrated, evidence based, and aligned with organisational priorities.

The Director provides national leadership in public health communications and represents Cancer Council Australia in public forums, government engagements, and media opportunities. The role oversees the Cancer Control Campaigns and Communications Division, ensuring strong reputation management, stakeholder engagement, and national coordination.

Key Responsibilities

Strategic Leadership

- Lead the integration of national communications, marketing, and digital activities.
- Ensure all communications support Cancer Council Australia's public health, advocacy and policy objectives.
- Represent Cancer Council Australia as a national spokesperson.
- Build and strengthen government and external stakeholder relationships.

Campaigns and Communications Management

- Oversee large-scale paid, earned and owned public health campaigns.
- Provide strategic oversight for government-funded campaigns.
- Ensure evidence-led approaches and effective outcomes-based reporting.



Digital and Content Strategy

- Provide leadership across digital product development and content strategy.
- Guide the Head of Digital and Content in leading major digital initiatives.

Federation Coordination

- Work collaboratively with state and territory Cancer Councils.
- Ensure alignment of messaging, strategy and delivery across the Federation.

People Leadership

- Lead and develop a high-performing division.
- Foster a collaborative, innovative and data-led team culture.

Key Selection Criteria

Essential

- Extensive experience at an executive level in communications, marketing, social marketing or public health.
- Demonstrated success leading high-performing teams.
- Strong experience working with government stakeholders.
- Proven track record in developing funding submissions and reporting on outcomes.
- Experience in leading integrated campaigns with measurable social impact.
- Highly developed interpersonal and communication skills.
- Strong project management, budget management and analytical capability.
- Degree-level qualification.

Desirable

- Public health or behavioural change experience.
- Charity or not-for-profit sector experience.



Recruitment Process

Stage 1: Application Review

The selection panel will assess applications against the key selection criteria.

Stage 2: First Interview

Shortlisted candidates will be invited to a behavioural and capability-based interview.

Stage 3: Final Interview

Finalists will meet with the CEO and/or Executive panel.

Stage 4: Referees and Pre-Employment Checks

Referees will be contacted, followed by standard employment checks.

Stage 5: Offer

The successful candidate will be contacted with a formal offer.

****All enquiries can be directed in writing to Purposehr@cancer.org.au**