

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:	Communications Officer	DIVISION:	Cancer Control Campaigns and Communications
LOCATION:	Sydney	STATUS:	Contract (6 month)
REPORTS TO:	Media and Communications Manager	HOURS:	35 hours per week
POSITION NO:	CCA – MC – 03 – 2021	LAST UPDATED:	11 August 2021

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 Communications Officer sits within Cancer Council Australia's Cancer Control Campaigns and Communications Division and is part of the Media and Communications Unit.

The primary role of the Media and Communications unit is to promote Cancer Council's national cancer control messages and advocacy priorities to the Australian public and protect and enhance Cancer Council reputation as Australia's leading cancer charity.

The team is responsible for developing and implementing a wide range of communications activity including media liaison, social media content, health information websites and publications.

The team also provides communications support to the CEO, national committees, and Policy Division.

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The role sits within the media and communications team and is responsible for ensuring effective cancer control messaging across earned media and social channels. The primary purpose is to engage our community, effectively communicate Cancer Council priorities and build Cancer Council Australia's public profile.

Primary Accountabilities

- Key media tasks include responding to reactive media requests, developing proactive media activity plans, pitching media stories, drafting media materials and editorial and briefing spokespeople.
- Key social tasks include implementing the social media strategy, developing innovative social media content briefs and basic content, analysing social media insights to inform activity, reporting on outcomes and identifying potential social media issues to mitigate risk.

Other Accountabilities

- Respond to day-to-day media requests, adding value wherever possible to exceed media expectations.
- Proactively engage with a wide range of media to secure opportunities for comment, interviews, and other coverage.
- Foster and maintain relationships with key media.
- Contribute to the development of and execute media strategies and national PR activity in liaison with state and territory communications staff to ensure a coordinated approach and consistent national messaging.
- Provide reports and analysis of the success of major media launches and campaigns.
- Brief Cancer Council spokespeople for interviews and source required research papers, articles etc.
- Assess and mitigate risk in all media approaches.
- Support the Head of Media and Communications and Media and Communications Manager in management of media issues.
- Write/edit/proof media releases, editorial, opinion pieces, blogs, copy for websites, brochures, flyers, publications and speeches.
- Work with the marketing and content team to identify opportunities to support media activity through integrated channel content, and vice versa.
- Development of social media plans across all channels aligned with Cancer Council's mission work and campaigns – including Facebook, Twitter, Instagram and LinkedIn (as well as other channels as they are adopted).
- Create digital content briefs for social media channels – which may include videos, blogs, photos, personal cancer stories, infographics etc.
- Provide input into issues management plans and mitigating risk on social media channels through regular monitoring and responsive moderation.
- Ensure that content on social media channels aligns with agreed health and policy messaging.
- Advise on wider channel initiatives to help support social media activity.
- Providing input into wider marketing and media activity.
- Regular communication with social media managers across Cancer Councils and collating social media content from across the federation – particularly as relevant to our national campaigns, fundraising and activities.

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- Coordinate paid social media campaigns.
- Assist in the preparation of annual department budgets, strategic business plans and activity reports.
- Contribute to the overall well-being of the organisation and avoid participation in any activity that might be harmful to the good operation, health, or reputation of the organisation.
- Be alert to any unsafe work practices or environments and take steps to ensure that no staff member or visitor is placed in a position potentially dangerous to themselves or others.
- Accurate and timely reporting of expenditure against agreed budgets.
- Other duties as requested.

Main Challenges

- Build on the Cancer Council's media profile and reputation to ensure we are "first port of call" for media reporting on cancer. Respond rapidly to media requests, including those outside normal business hours.
- Work closely with counterparts in state and territory Cancer Councils to ensure all Cancer Councils contribute to and benefit from opportunities to generate national publicity gain value from Cancer Council's social media content.
- Increase our presence on a wide range of media channels and devise fresh and creative approaches to reach key audiences, including those who are no longer tuned in to traditional media channels.
- Work with the Head of Media and Communications and Media and Communications Manager to manage issues and mitigate risk.
- Ensure that social media content aligns with other communications content.

Key Relationships

Position reports to the Media and Communications Manager.

Position works closely with:

- Media and Communications Manager
- Media and Communications Assistant
- Head of Media and Communications
- Director, Cancer Control Campaigns and Communications
- Cancer Control Marketing and Content Manager
- Chief Executive Officer
- Content Project Officer
- State and territory Media and Social Media Managers Network
- National Committee Chairs – experts in public health and cancer care and support
- Designated spokespeople for Cancer Council Australia
- Cancer Council Australia staff

Selection Criteria

Essential:

- 3-5 years communications experience across media and social media

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- Demonstrated ability to raise an organisation's profile by securing significant media exposure
- Track record in building and enhancing media relationships
- Creativity and proven ability to come up with hooks and angles for media
- Exceptional written and strong oral communication skills
- Excellent interpersonal skills
- Ability to operate in a complex, multifaceted charitable environment, including working with a wide range of stakeholders
- Experience developing innovative and engaging social content plans for a range of audiences

Desirable:

- Tertiary qualifications in communications or a related field
- Enhanced computer skills especially MS Word, Excel and PowerPoint, Canva and good understanding of social media channels
- Understanding of and commitment to the not-for-profit sector
- Experience communicating about health or science
- Experience executing effective social media measurement

APPROVED BY:	Chief Executive Officer	Date:	16.08.21
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