

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:	Content Creator	DIVISION:	Cancer Control Campaigns and Communications
LOCATION:	Sydney	STATUS:	12 months full time contract
REPORTS TO:	Senior Content Strategist	HOURS:	35 hours per week
AWARD:	Level 3, Clerks Private Sector Award	AWARD: <input checked="" type="checkbox"/> YES	AWARD: <input type="checkbox"/> NO
POSITION NO:	CCA-DIG-17-2023	LAST UPDATED:	September 23

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 experience, helping to reduce the physical, emotional and financial burden of cancer on the lives of all Australians.

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

Role description

The Content Creator plays a lead role in the research, production and delivery of brilliant content, supporting our mission to reduce the impact of cancer for all Australians. Our work spans all areas of cancer, from prevention to early detection, support, advocacy and research. Join a passionate, focused and agile marcoms team that draws on experts in paid, owned and earned media, as well as search and UX to deliver content across campaigns and always-on activities.

In this role you will work daily with colleagues across the division to create amazing content that is on brand, to schedule and engage our audiences. The role will help deliver a coherent, consistent

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experience, ensuring we deliver against our organisational and strategic goals, through content of the highest creative quality that maximises engagement.

Primary Accountabilities

- Write copy that spans all our owned channels. This includes, amongst others, long-form written content; social media; short-form promotional content; micro-copy; writing for SEO.
- Produce and deliver content alongside craft specialists, for use across multiple channels and formats (including video, animation or infographic), appropriate to each audience's needs. You are able to adapt your writing style and tone of voice towards Australia's diverse audiences.
- Take a user-centred approach to creating content, and make complex language and processes easy to understand. You are comfortable using data and other evidence to make informed decisions, as well as translating audience insight into great content outcomes.
- Ensure all content is of a first-class standard: thoroughly checked, proofed and documented to a high level of detail. Spelling, grammar and punctuation run in your veins.
- Adhere to brand, style, accessibility and language guidelines in all your content, and contribute to the development of content guidelines.
- Experience in managing and working with multiple stakeholders, including working with external agencies and freelancers.
- Create and maintain content calendars, trackers and reporting.
- Source and manage various media assets, including imagery, audio and video.
- Conduct topic research.
- Evaluate and optimise content based on testing, data and qualitative feedback. Use this to inform future content production.
- Basic CMS experience (able to publish or edit your own work and that of others).

Other Accountabilities

- Support the preparation, set up and running of user-testing sessions in a variety of formats.
- Stay up to date with content trends and best practice to help improve our content.
- Work Health and Safety:
 - Contribute to a safe workplace.
 - Promote and implement health and safety policies and procedures.
- Any other duties that may reasonably be required to meet the needs of the business.

Main Challenges

- Adapting the CCA tone of voice to deliver various messages to a range of often-overlapping audiences in a complex stakeholder environment.
- Working on multiple briefs and campaigns in a fast-paced environment at any one time.
- Distilling sometimes complex scientific or policy information into accessible, easy-to-follow content that engages audiences.

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Key Relationships

Position reports to the Senior Content Strategist

Position works closely with:

- Head of Digital Development
- Content team
- Digital team
- Media team
- Marketing team
- Divisional staff
- Cancer Council Federation stakeholders

Selection Criteria

Essential:

- Educated to degree level, or equivalent relevant experience in writing and content creation.
- Experience in creating content for digital platforms, specifically writing high quality long-form written content; content for social media; short-form promotional content; micro-copy; writing for SEO, amongst others.
- Ability to translate complex information into messaging and content for a range of audiences.
- Experience in user-centred content development and optimisation.
- Strong research skills.
- Experience in adapting your own and others' content for use across multiple audiences and multiple channels. The ability to work with a range of audiences and related goals.
- Sub-editing.
- Ability to work across multiple projects simultaneously & prioritise work accordingly.
- Experience delivering to tight deadlines.
- Ability to work in a complex structure and adapt accordingly.
- Excellent time-management skills.
- Understanding of accessibility guidelines and able to write in plain language to improve content readability.

Desirable:

- Experience in producing shortform video, animation or audio content.
- Experience in preparing and/or running user testing.
- Understanding of digital marketing.
- Understanding of and commitment to the not-for-profit sector.
- Publishing content using a CMS.

APPROVED BY:	Chief Executive Officer	Date:	December 2023
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