

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 Production Specialist	STATUS:	Temporary (6 month) – with a view to becoming permanent
LOCATION:	Sydney CBD	HOURS:	35 hours per week
REPORTS TO:	Lead UX/UI Designer	FUNDING:	Core
POSITION NO:			

Organisational Context

The Content Production Specialist role sits across Cancer Council Australia's Media, Communications and Brand Team and Digital Team, reporting into the Lead UI & UX Designer.

The Media, Communications and Brand Team is responsible for promoting, positioning and protecting Cancer Council's reputation as the country's leading cancer charity. The team supports the whole organisation on its mission to create a cancer free future by developing and implementing cancer control and health messaging, and telling the story of what Cancer Council does and the impact we have. Together with our community, we work tirelessly across every aspect of cancer control:

- conducting and funding world-class research to reduce the impact of cancer
- preventing cancer by empowering our communities to reduce their cancer risk
- offering a range of cancer information and support services to those affected by cancer
- working with the community to change laws and policies to reduce cancer risks and improve cancer care.

The team is responsible for developing and implementing a wide range of communications activity across earned (PR), owned (social, health information websites, publications) and paid (media) channels, as well as providing communications support to the CEO, national committees and to member state and territory Cancer Councils.

The Digital Team's primary role is to influence the advancement of digital communication across the Cancer Council Federation, specifically in relation to our web presence and digital resources. The digital team also has significant influence in establishing and executing the digital strategy across Cancer Council Australia's entire digital ecosystem with the goal of advancing our digital presence in the Australian charity and cancer

environments. This includes our various health information sites as well as our national fundraising campaigns.

Key Purpose

Plan, produce and implement effective cancer control, health and brand messaging across all content and channel formats to be used across the federation, with a particular focus on robust evaluation and continuous improvement.

Role Description

The Content Production Specialist is responsible for producing compelling, emotive and engaging content that educates our many different target audiences on Cancer Council's key messages around cancer control and tells inspiring stories about Cancer Council's national impact and brand key messages.

You will work with teams across the federation to translate our strategic goals into consistent, engaging and meaningful content, which you'll implement and track across numerous channels and formats to drive awareness, understanding and behaviour change.

Evaluation and content performance analysis will be key to the role in order to continually improve our content approach and innovate.

Content performance and uptake across the federation will be a key measure of success in the role, with a systematic approach and organised, high functioning infrastructure essential to collaboration.

Primary Accountabilities

- Translate organisational strategic objectives into executional content plans for a number of different channels, formats and audiences, ensuring we have the content needed in order to achieve our strategic goals and support our federation
- Plan, develop and in house production of high quality, engaging content for use across a range of channels and formats including graphic design, video creation/editing and copywriting
- Repurpose content for different channels, including website, social media, and emails
- Write and edit copy for a variety of content pieces, including video, emails, case studies, blog posts, social media posts, and more
- Work with teams and committees across the organisation to gather insights and information in order to deliver on content briefs and tell inspiring stories
- Produce and implement paid social media content when required
- Ensure content campaigns are effectively integrated to drive maximum cut through across our channels
- Work with teams across the organisation to identify current content assets and understand future content needs
- Work with internal stakeholders to identify all opportunities to distribute content to our different audiences
- Translate complex cancer control and health messaging into engaging and digestible content for the Australian public
- Tell inspiring stories about Cancer Council's national impact and the work we do
- Understand Cancer Council's different audiences and tailor content accordingly
- Ensure all content is best practice, on brand and on message
- Liaise with external agencies and internal stakeholders to produce and distribute content
- Stay up to date with content trends and best practice to help improve our content offering

- Work with internal stakeholders to set content targets, evaluate and analyse content performance and inform future content ideation/production
- Maintain the Cancer Council Australia Content Lab and identify improvements to improve user experience and uptake
- Work closely with all teams across Cancer Council to deliver on our organisational objectives
- Any other duties that may be required to meet the needs of the organisation
- Work Health and Safety
 - Follow all Cancer Council health and safety policies and procedures
 - Report all known or observed hazards to Manager or Supervisor
 - Take reasonable care at work to ensure your own and others' safety .

Main Challenges

- Fast paced in house development of video and static content
- Multi-tasking and prioritising content production tasks with competing deadlines across projects.
- Implementing robust measurement frameworks across content channels to continually demonstrate improvement and optimisation.
- Implementing Cancer Council's Content Lab and driving uptake across the federation

Key Relationships

- Position will report into the Lead UI & UX Designer in the Digital Team
- Position will work closely with:
 - Head of Brand and Mission Marketing
 - Head of Media and Communications
 - Head of Digital
 - Media Manager
 - Communications Operations Specialist
 - Communications Officer
 - Media and Communications Assistant
 - National Cancer Content Manager
 - National Marketing Manager (Licensing)
 - State and Territories Social, Media and Brand Representatives
 - National Mission Related Committees

Selection Criteria

Essential:

- In house content production and storytelling skills across social (videos, infographics, tiles), website (website copy, imagery) and general copy writing (for different audiences and channels)
- Experience with the Adobe Creative Suite (Photoshop, InDesign, Illustrator, Premiere Pro)
- Demonstrable experience in tracking content performance and data analytics, particularly on social media, in order to innovate and pivot strategy
- Strong project management skills with ability to manage multiple deadlines at once with a strong attention to detail
- Excellent interpersonal and stakeholder management skills with experience working with cross-functional environments
- Understanding of and commitment to the not-for-profit sector and an alignment with the mission and goals of Cancer Council Australia

Desirable:

- Ability to work with a range of case studies, including partners, clinicians, researchers, and people affected by cancer to help tell a story
- Experience working in integrated communications environments with the ability to take initiative and work autonomously when required
- Experience of working in a not-for-profit and/or managing with limited budgets
- Experience managing agencies with a strong understanding of creative, brand and content agency processes
- Experience managing paid social campaigns
- Digital marketing experience
- Educated to degree level or equivalent

Reviewed by:	Head of Brand & Mission Marketing Head of Digital & Lead UX/UI Designer Head of Media and Comms	Date	December 2020
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