

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 Specialist	STATUS:	Temporary (6 month) – with a view to becoming permanent
LOCATION:	Sydney CBD	HOURS:	35 hours per week
REPORTS TO:	Head of Media and Communications	FUNDING:	Core
POSITION NO:			

Organisational Context

The Content Specialist role sits in Cancer Council Australia's Communications Team reporting into the Head of the team. The team is responsible for promoting, positioning and protecting CCA'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. 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.

The team also provides communications support to the CEO, national committees and to member state and territory Cancer Councils.

Key Purpose

Develop and implement effective cancer control 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 Specialist is responsible for producing compelling, emotive and engaging content that educates audiences on Cancer Council Australia's key messages around cancer control and Cancer Council's national impact and brand priorities.

You will work with teams across the federation to translate our strategic goals into consistent, engaging and meaningful content, which you'll help disseminate through the most appropriate channels to drive awareness 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 distribution 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

- Implement an organisational content strategy to ensure we have the content needed in order to achieve our strategic goals and support our federation
- Plan, develop and produce high quality, engaging content for use across a range of channels
- Work with teams across the organisation to identify current content assets and understand future content needs
- Maintain the Cancer Council Australia Content Lab and identify improvements to improve user experience and uptake
- Write and edit copy for a variety of content pieces, including video, emails, case studies, blog posts, social media posts, and more
- Work with internal stakeholders to identify all opportunities to distribute content to our different audiences
- Repurpose content for different channels, including website, social media, and emails
- 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 evaluate and analyse content performance and inform future content ideation/production
- 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

- Building collaboration across the federation and agreeing content development priorities.
- Implementing Cancer Council's Content Lab and driving uptake across the federation
- Multi-tasking and prioritising tasks with competing deadlines across projects.

Key Relationships

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

Selection Criteria

Essential:

- In house content production skills across social (videos, infographics, tiles), PR (media releases, case studies) and website (website copy, imagery) and general copy writing (for different audiences and channels)
- 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
- Market research experience
- Educated to degree level or equivalent