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:	Digital Producer	**DIVISION:**	Cancer Control Campaigns & Communications
LOCATION:	Sydney	**STATUS:**	Permanent
REPORTS TO:	Head of Digital Development	**HOURS:**	35 hours per week
POSITION NO:	CCA-DIG-12-2022	**LAST UPDATED:**	January 2022

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
We are looking for a passionate and creative Digital Producer with CMS experience to work across a variety of platforms in our digital ecosystem. Even better if you have basic UX design experience! This position is part of Cancer Council Australia's digital team within the Cancer Control Campaigns & Communications division. Our 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. Cancer Council's website – cancer.org.au - is a key source of cancer information in Australia. This site is has recently undergone a major redevelopment and the Digital Producer will implement and manage updates via the headless Kentico Kontent CMS.

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Cancer Council also has some of Australia's most well recognised charity events, Daffodil Day, Australia's Biggest Morning Tea, Relay For Life, Girls Night In and Pink Ribbon Fundraising. The Digital Producer is a key contributor to our effective execution of the digital strategy for these campaigns. You will work closely with our Graphic Designer and Digital Marketing & Projects Specialist to develop Scope of Work (SOW) documents for campaign and digital projects and then take the lead in ensuring the digital products are site is launched on time with agreed content and functionality.

To be successful, you should be a motivated, proactive, and creative producer who is comfortable working independently as well as part of a broader team to deliver a wide range of projects.

We offer a competitive salary with generous salary sacrificing options, flexible working conditions and a real work/life balance. What's even better, every day you will be playing a key role in helping us save lives and end inequalities when it comes to cancer prevention and support.

Primary Accountabilities

Cancer Information Platforms (CMSs)

- Monitor shared "website updates" inbox and action items accordingly.

- Oversee content updates for core cancer information website, cancer.org.au on existing CMS platform.

- Responsible for content updates and general maintenance of microsites like iHeard and Campaign Microsites.

- Coordinate updates as well as implementation of new courses on our eLearning platform.

Design & Development

- Work in conjunction with relevant teams to develop copy, images, and digital collateral in line with agreed features and functionality for the launch of new fundraising campaign websites.

- Make basic graphic design updates (eg banner creation, asset optimisation, photo resizing etc).

- Make basic HTML and CSS code updates.

Fundraising Platform (CMS)

- Liaise with the Graphic Designer and Digital Marketing & Projects Specialist to scope out requirements for national and local fundraising campaigns in response to submitted Project Briefs.

- Implement agreed features and functionality including content uploading and user journeys (eg registration, donation, banking etc).

- Troubleshoot issues and manage feedback from relevant teams during implementation of new projects as well as on a day-to-day basis.

- Coordinate with relevant teams to develop testing scripts and execute successful user acceptance testing prior to launch of new sites.

- Responsibility for data reporting and overall management of the CMS platform.

Other

- Collaborate closely with colleagues in a cross-functional team.

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- 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.

Main Challenges

This role has three main priorities:

Cancer Information Platforms (CMSs): Managing and maintaining content and functionality across multiple cancer information websites using various CMS platforms. This includes assisting with regular content updates, stakeholder management and project support.

Design and Development: Work in conjunction with relevant teams to develop copy, images, and digital collateral in line with agreed features and functionality for various new and updated sites.

Fundraising Platform (CMS): Manage the production of our national fundraising campaigns on our new fundraising CMS platform, Funraisin. This will be done by working closely with our Campaign teams to implement the agreed national campaign strategy. You'll also assist with the migration of some local community fundraising events by working closely with marketing and fundraising teams in our State and Territory offices.

Key Relationships

Position reports to Head of Digital Development, Cancer Council Australia.

Position works closely with (not exhaustive):

- Director, Cancer Control Campaigns & Communications
- Head of Media & Communications
- Graphic Designer
- Digital Marketing & Projects Specialist
- Digital Product Manager
- External agencies as required

Selection Criteria

Essential
- Technical knowledge and expertise of CMS systems.
- Experience in creating and/or managing web experiences.
- Thinker and a self-starter who looks past merely doing a task and asks WHY a task needs to be done and offers suggestions on doing it differently or better.
- Basic HTML and CSS skills.
- Experience with Photoshop, Illustrator, Sketch or similar design programs.
- Ability to work across multiple projects simultaneously and prioritise work accordingly.
- Experience delivering to tight deadlines.
- Ability to work in a complex structure and adapt accordingly.
- Excellent time-management skills.

Desirable
- Knowledge and experience with online fundraising, especially peer-to-peer fundraising platforms.

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- Knowledge of web development processes such as storyboarding, user task flows and wireframes.
- Experience researching and implementing digital trends and innovations.
- Technical knowledge of CRM systems.
- Understanding of and commitment to the not-for-profit sector.

APPROVED BY:	Chief Executive Officer	**Date:** January 2022

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