

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:	Director, Cancer Control Campaigns and Communications	DIVISION:	Cancer Control Campaigns and Communications
LOCATION:	Sydney	STATUS:	Permanent
REPORTS TO:	Chief Executive Officer	HOURS:	35 hours per week
POSITION NO:	CCA – CCCC – 01 – 2021	LAST UPDATED:	na

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 Director Cancer Control Campaigns and Communications is a member of the Cancer Council Australia Executive Team reporting to the Chief Executive Officer and working in collaboration with other executive members to achieve the organisation's purpose and to deliver its strategic objectives. The Director leads the Cancer Control Campaigns and Communications Division working with the Division leadership team to ensure that Cancer Council Australia's marketing, communications and digital activities are integrated, effective and evidence led. The position is expected to fulfill a national leadership role and have the capacity to deputise for the Chief Executive Officer in public fora. The role is responsible for strengthening Cancer Council Australia's reputation and influence with Government and national external stakeholders, positioning Cancer Council as the trusted voice of cancer control and experts in cancer control communications and marketing in Australia and the provision of strategic advice to the CEO. The Director manages the Cancer Control Campaigns and Communications Division which includes media and communications, brand, marketing and digital responsibilities. The position engages with the Federation through the national committees and

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specialist staff and works to support Cancer Council Australia to maintain an evidence based and prioritised approach to public messaging about all aspects of cancer control and maximise Cancer Council's influence in cancer control.

Primary Accountabilities

- Work with and support the Division Leadership team to ensure integration, embedding evidence led approaches and robust outcomes-based reporting frameworks to ensure Cancer Council maintains position of leadership in cancer communications, digital marketing and brand management.
- Ensure Cancer Council Australia's communications and marketing activity is consistent with, and actively addresses, our policy and advocacy asks.
- Develop positive and productive relationships with Government and Government agencies to increase our influence and recognition as the leaders in cancer control communications and marketing.
- Work with Federation stakeholders to coordinate both reactive and proactive funding submissions relating to cancer control communications and marketing which align with Cancer Council Australia and Federation policy to Government and other relevant external stakeholders.
- Undertake role of Project Director for externally funded communications campaigns, ensuring the integration of Federation activity and delivery of programs as per funding agreements.
- Drive a pipeline of ongoing funding and activity related to cancer control marketing and communications activity.
- Manage intra Federation relationships, contracts, agreements and budgets for externally funded communications and marketing programs delivered across member organisations.
- Effectively manage senior level relationships with internal and external stakeholders with exceptional collaborative and interpersonal skills.
- Work with the Divisional team to ensure delivery of an effective reputation and brand ecosystem and protect accordingly, including managing key stakeholder relationships within the Federation.
- Provide effective and collaborative line management to the Division, working with the leadership team to drive team culture, performance, resourcing and capacity.
- Represent Cancer Council in public, at conferences and in the media.

Other Accountabilities

- Ensure Divisional KPIs are achieved.
- Identify required resource, budget and expertise to deliver against objectives.
- Regular review of reporting and data to monitor performance to inform strategy.
- Analyse and report on activity outcomes.
- Keep abreast of relevant initiatives and developments to benefit Cancer Council, or which are a threat to our activities.
- Compliance accountabilities as follows:
 - Ensure adherence with relevant policies, legislation, codes and standards.

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- Identify and remain aware of Cancer Council Australia's compliance obligations (including monitoring for changes in legislation, codes and standards), issues and risks.
- Monitor and measure compliance performance to identify any need for corrective action.
- Identify individual employees and volunteers requiring training and ensure their participation as required to ensure ongoing compliance.
- Encourage behaviours that create and support compliance and a compliance culture.
- Keep records relating to compliance issues.
- Ensure that Cancer Council Australia's employees and volunteers in your teams are aware of the requirement to report any compliance breaches or compliance related complaints to their senior manager.
- Report any significant compliance issues or failures to the CEO or Chief Operating Officer.
- Actively participate in the timely management and resolution of compliance related complaints, incidents and issues.
- Work Health and Safety:
 - Provide a safe workplace.
 - Promote and implement health and safety policies and procedures.
 - Ensure employees are trained in the safe performance of their assigned tasks.
 - Provide adequate resources to meet Cancer Council Australia's commitment to health and safety.
- Any other duties that may be required to meet the needs of the business.

Main Challenges

In order to achieve the purpose of leading in the development of national cancer control policy, Cancer Council Australia must maintain professional, integrated communication and stakeholder relationships, which clearly deliver its messages to targeted groups.

- Effective representation and advocacy with leaders in government and regulatory bodies.
- Strategic alliances with complementary national peak bodies.
- Strategic relationships with consumer groups.
- Active engagement in public debate on all questions related to cancer control.
- Consistency of messaging across Cancer Councils.
- Prioritisation of cancer control activities.
- Proactive public relations programs that promote Cancer Council Australia's policies which impact on cancer control.
- Agreeing the balance between risk and proactive public messaging.

Key Relationships

Position reports to Chief Executive Officer.

Position has direct management of:

- Head of Media and Communications

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- Head of Digital

Position works closely with the:

- Department of Health
- Divisional leads in the Federation
- Cancer Council Australia Board of Directors
- Other members of the Executive Team
- National Committee Chairs – Marketing Fundraising and Leadership Team and Public Health Committee
- Government Department and Ministerial staff
- Other National Peak Bodies in Cancer Control and Consumer Organisations

Selection Criteria

Essential:

- A self-motivated and committed individual with a track record of influence and standing in their field with several years' experience at an executive level.
- Demonstrated experience in developing and managing high performing teams.
- Demonstrated experience in working in or with government in a communications/ marketing environment.
- Demonstrated success in coordinating the development of successful funding submissions and reporting on outcomes to funders.
- High level communication and interpersonal skills with a demonstrated ability to develop and sustain productive and collaborative stakeholder relationships in complex environments.
- Demonstrated experience in leading and delivering integrated (paid, earned and owned) public health media campaigns.
- Excellent project management communication, facilitation and presentation skills.
- Resilience and exceptional problem-solving ability.
- A highly skilled budget manager.
- A data led executive able to achieve aspirational outcomes.
- Understanding of, and commitment to, the not-for-profit sector and an alignment with the purpose and goals of Cancer Council Australia.
- Educated to degree level.

Desirable:

- Understanding of public health and behavioural change strategies.
- Charity sector experience.

Approved by:

Chief Executive Officer

Date:

June 2021

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