

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:	Head of Media and Communications	DIVISION:	Cancer Control Campaigns and Communications
LOCATION:	Sydney	STATUS:	Permanent
REPORTS TO:	Director, Cancer Control Campaigns and Communications	HOURS:	35 hours per week
POSITION NO:	CCA – MC -01 -2021	LAST UPDATED:	June 2021

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 Head of Media and Communications sits within the Cancer Control Campaigns and Communications Division and leads the Media and Communications and Content teams to effectively communicate Cancer Council priorities and messages to the community, support our advocacy efforts and build and protect Cancer Council Australia's public profile and reputation.

Key requirements include providing strategic and operational leadership on all media, communications and content activities, identifying new opportunities to further Cancer Council's influence in cancer control and managing the media and communications team.

Fundamental to success in the role are strategic communications planning and implementation, marketing management, active and well managed team development, encouraging initiative and innovation and working collaboratively with a diverse group of stakeholders, including the state and

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territory Cancer Councils.

Primary Accountabilities

- Provide strategic leadership across all communications and media activity.
- Developing and overseeing the implementation of the Cancer Council Australia media and communications strategy and reporting on key outcomes.
- Developing and overseeing the implementation of the Cancer Council Australia integrated content marketing strategy and reporting on key outcomes.
- Developing and overseeing the team budget, ensuring accurate forecasting and budget tracking.
- Managing the media and communications and content teams to foster team development, including overseeing performance management and developing team capability.
- Providing senior strategic communications advice and leadership as a member of the Cancer Council Australia Leadership Team.
- Proactively identifying new communication opportunities – including across our digital, social and publication channels.
- Overseeing and approving all communications and media activity, including both reactive and proactive media relations, communications content, social media activity, health publications and internal communications.
- Providing strategic advice and communications leadership to Cancer Council Australia's national committees and subcommittees, as well as the advocacy team.
- Protecting Cancer Council's position and reputation as Australia's leading charity through strategic communication management and advice, including coordination of issues management and crisis management activity.

Other Accountabilities

- Budget management for media and communications and content marketing.
- Development of policies, procedures and work instructions.
- Risk management.
- Identify required resource, budget and expertise to deliver against objectives.
- 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.
 - 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 employees and volunteers in your teams are

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- 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.
- Monitor and measure against external competitors and internal partners.
- 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's commitment to health and safety.
- Any other duties that may be required to meet the needs of the business.

Main Challenges

- Develop, document and be accountable for the delivery of Cancer Council Australia's communication and media strategy.
- Develop, document and be accountable for the delivery of Cancer Council Australia's integrated content marketing strategy.
- Ensure Cancer Council Australia's media and communications strategy and integrated content marketing strategy and associated activities align with Cancer Council Australia's Strategic Plan and are deployed effectively.
- Identifying new media and communications opportunities for Cancer Council Australia to further our influence and enhance our ability to proactively communicate our priorities.
- Providing expert communications leadership across the wider Cancer Council Australia team to ensure all activity aligns with our priorities and to protect and enhance our reputation.
- Being "on-call" outside of core business hours to assist with responding to media enquiries and responding rapidly to manage emerging issues.
- Providing input into the wider organisational and business strategy and activities as a member of the Cancer Council Australia leadership team.
- Managing staff to ensure the team works effectively together, fostering collaboration and building team capability within the team, across Cancer Council Australia and the wider Federation.
- Enhancing communications collaboration with the State and Territory Cancer Councils to enable their local communications activity.
- Working with the national committee chairs and Director of Cancer Control Policy to develop communications strategies to support our work across prevention, research, health services and supportive care.

Key Relationships

Position reports to the Director, Cancer Control Campaigns and Communications.

Position has direct management of the Media & Communications and Content Teams.

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Position works closely with:

- Cancer Council Australia Leadership Team
- Media Managers Network – state and territory Media Managers and Communications Directors.
- Social Media Managers – state and territory social media managers.
- National Committee Chairs – experts in public health and cancer care and support. Designated spokespeople for Cancer Council Australia.
- Working closely with relevant teams in marketing across the Federation.

Selection Criteria

Essential:

- Proven media and communications experience, including purpose marketing at a senior level, with a minimum of 10 years' experience.
- Demonstrated experience in developing and implementing communications and media strategies across a range of platforms, including media, social media and content.
- Demonstrated experience in reputation and issues management, media management and crisis communications.
- Strong understanding and experience in strategic health communications.
- Demonstrated experience managing teams and contributing to professional development.
- Ability to operate in a complex, multifaceted charitable environment.
- Outstanding communication skills – including highly developed verbal, writing and editing skills.
- Strong attention to detail.
- Ability to manage stakeholder relationships and build collaboration.

Desirable:

- Understanding of and commitment to the not-for-profit sector.

APPROVED BY:	Chief Executive Officer	Date:	June 2021
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