

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:	Influencer Marketing Manager	DIVISION:	Cancer Control Campaigns and Communications
LOCATION:	Sydney	STATUS:	12-month full time contract
REPORTS TO:	Senior Media & Communications Manager	HOURS:	35 hours per week
AWARD:		AWARD: <input type="checkbox"/> YES	AWARD: <input checked="" type="checkbox"/> NO
POSITION NO:	CCA-MC-43-2025	LAST UPDATED:	

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 Influencer Marketing Manager sits within the National Communications team in the Cancer Control Campaigns and Communications division and is responsible for leading influencer marketing activity across large-scale, integrated marketing campaigns within the cancer control space.

The role integrates influencer marketing and communications expertise to deliver high-impact social marketing campaigns aimed at reducing the incidence and mortality of cancer.

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The Influencer Marketing Manager delivers all influencer marketing activity within national campaign delivery, collaborating with a multidisciplinary team across creative, paid media, earned and owned channels.

Primary Accountabilities

- Manage influencer marketing components within large-scale national behaviour change campaigns, ensuring strategic alignment and high-quality execution.
- Manage influencer marketing components of brand and publisher partnerships, working collaboratively with the Campaigns Partnerships Team, ensuring alignment with influencer activity and wider campaign strategy.
- Translate audience insights and research into actionable recommendations and effective influencer activity, based on evidence and best practice.
- Identify, recruit, contract and brief influencers trusted by the target audience, ensuring alignment to brand guidelines and requirements.
- Undertake vetting of all talent, including influencers, ambassadors and case studies, to ensure authenticity and brand alignment, identifying and mitigating any potential risks.
- Build and maintain long term relationships with influencers for the brand, ensuring genuine conversion, commitment and authentic content.
- Manage relationships with influencers that extend from transactional deliverables into broader campaign ambassador roles including potential media opportunities and integration across partnerships.
- Work closely with partner agencies, who support the delivery of influencer campaigns, acting as the day-to-day contact.
- Contribute to the amplification strategy, collaborating closely with the owned social and campaign marketing teams to ensure both organic and paid amplification of influencer content.
- Manage cross agency engagement, ensuring the right partners are working together to deliver integrated activity.
- Collaborate with influencers to develop and deliver content that is authentic, impactful and aligned with campaign messaging and brand guidelines.
- Manage internal approval and reporting processes for influencer marketing, including driving content approvals, facilitating risk assessments and working closely with key stakeholders to ensure all necessary sign offs are obtained.
- Manage deliverables and timelines to ensure that influencer campaigns are live and executed in peak periods, and in line with other components of multi-channel, integrated campaigns.
- Monitor and evaluate campaign performance, optimising briefs in real time to improve content quality and campaign performance.
- Work closely with the paid and owned channel teams to ensure seamless cross publishing and integration of influencer content across campaign channels.
- Line manage the Communications Officer and work collaboratively with all members of the Cancer Control Campaigns & Communications Division, as required through the delivery of national integrated campaigns.
- Stay up to date with industry best practice and apply learnings to strengthen campaign outcomes.

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Other Accountabilities

- 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 the Cancer Council's commitment to health and safety.
- Any other duties that may be required to meet the needs of the business.

Main Challenges

- Considering brand and reputational risk in all influencer activity and thinking strategically about the risk planning and mitigation and stakeholder engagement required to protect our brand and reputation both internally and externally.
- Thinking strategically, whilst working to tight deadlines in a constantly evolving environment.
- Working across a broad range of tasks simultaneously in a fast-paced environment, with multiple stakeholders.
- Managing relationships with multiple influencers, agencies and stakeholders both internal and external, within a vast and complex stakeholder ecosystem, ensuring alignment with strategic campaign goals.
- Ensuring monitoring and reporting is accurate, insightful and distributed in a timely fashion.
- Working as part of an integrated communications team to deliver best in class activity across paid, earned and owned platforms.

Key Relationships

Position reports to the Senior Media & Communications Manager.

Position works closely with:

- Head of Marketing
- Media and Communications Manager
- Communications Officer
- Community Moderation Officer
- Senior Campaign Manager (Partnerships)
- Campaigns Team
- Federal Government Department of Health, Disability and Ageing

Selection Criteria

Essential:

- Minimum of 5 years' relevant experience.
- Passion for influencer marketing, with a strategic mind and creative flair.
- Demonstrated experience delivering successful large-scale influencer marketing campaigns.

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- Demonstrated experience managing a high volume and variety of influencers across a campaign period.
- Demonstrated experience identifying risks and developing and executing risk mitigation plans.
- Experience contracting influencers, including negotiating usage and boosting rights.
- Proven ability to manage and nurture relationships with influencers and agency partners to deliver high-impact, influencer content and campaigns.
- Experience vetting and managing talent, ensuring alignment with campaign objectives and organisational values.
- Excellent time and project management skills. Highly developed organisational, communication and interpersonal skills.
- High computer literacy, including experience with word processing, spreadsheet, databased and presentation programs.

Desirable:

- Tertiary qualifications in communications or related field.
- Experience in delivering influencer activity for behaviour change or social marketing campaigns.
- Experience in delivering influencer campaigns targeting 18 – 30-year-old audience groups.
- Understanding of and commitment to the not-for-profit sector.

APPROVED BY:	Director Cancer Control Campaign and Communications	Date: June 2025
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