

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:	Campaign Officer	DIVISION:	Cancer Control Campaigns and Communications
LOCATION:	Sydney	STATUS:	12-month full-time contract
REPORTS TO:	Senior Campaign Manager	HOURS:	35 hours per week
AWARD:	TBC	AWARD: ☐	AWARD: ☐
POSITION NO:	TBC	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 Campaign Officer sits within the National Campaigns team in the Cancer Control Campaigns and Communications division and plays a pivotal role in the delivery of large-scale, integrated marketing campaigns. In this role, you'll help bring Cancer Council Australia's national campaigns to life, that aim to reduce the incidence and mortality of cancer. Your work will contribute to campaigns that reach millions of Australians, influencing awareness, prevention, and early detection of cancer.

The Campaign Officer brings a strong understanding of integrated marketing, content development for media and brand partnerships and campaign creative development. You will have hands-on content production experience, strong attention to detail, and the ability to

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manage multiple projects with competing timelines and approval requirements, applying this experience to help shape our marketing activities.

Day to day, you will act as a key contact for our agency, media and government partners, working from initial briefing through to post-campaign reporting.

You will work confidently with a broad range of stakeholders to ensure our content is strategically aligned, brand-safe and supports our behaviour change objectives, while identifying opportunities to innovate and improve campaign effectiveness. This is an opportunity to make genuine impact – helping deliver work that makes a real difference to the lives of Australians.

Primary Accountabilities

- **Campaign Coordination:** Coordinate day-to-day delivery of integrated content partnerships as part of large-scale national campaigns, maintaining project timelines, critical paths and deliverable trackers, identifying risks to delivery and escalating issues where appropriate.
- **Campaign Creative & Partnership Production Coordination:** Coordinate the development and rollout of partnership content across a variety of formats and platforms (e.g. social media, digital media, broadcast, audio, editorial, website), ensuring third-party partners have met briefed objectives, brand guidelines and established messaging protocols are followed, and campaign timelines are met. Contribute to the messaging, mapping, and sequencing of foundational campaign advertising creative where relevant.
- **Copywriting:** Draft and adapt campaign copy for a range of channels and formats (e.g. radio and podcast scripts, social posts, digital ads, editorial content), working closely with the Senior Campaign Manager and government stakeholders to ensure copy is on-brand, on-strategy and suited to each platform, objective and audience.
- **Content Review & Approval:** Provide first-pass review of copy and creative produced by agencies, media partners and internal teams, checking tone, clarity, consistency, accuracy and adherence to CCA governance and public health communication requirements. Facilitate content and planning approvals and feedback between various stakeholders.
- **Stakeholder Liaison and Communication:** Work closely with the Cancer Control Campaigns and Communications division, internal teams, external agencies, talent, and media partners to ensure alignment on campaign strategy, deliverables and facilitate approvals. Provide clear and consistent verbal and written communication to all stakeholders, sharing accurate updates and maintaining shared documentation.
- **Performance Tracking:** Assist in monitoring campaign performance and optimisation by gathering data and insights from partners, compiling analysis, and contributing to campaign evaluations.
- **Budget Administration:** Assist with budget tracking and the processing of invoices, ensuring it sits within allocated budgets as required.
- **Campaign Team Support:** Provide operational support across national Cancer Council Australia campaigns as required.

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- **Trend Monitoring:** Stay informed on media and marketing trends, helping identify new opportunities or efficiencies to support campaign effectiveness.

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

- Managing competing timelines and priorities, as well as expectations, across concurrent campaigns in a fast-paced environment, as part of an integrated communications team.
- Maintaining campaign momentum, creativity and accuracy while working through multiple layers of approvals and governance processes.
- Writing and adapting copy to a consistent brand voice across a high volume of assets and partner formats, while working within evidence-based public health messaging requirements.
- Tracking and collating detailed feedback from multiple internal and external stakeholders, and translating it into clear direction for partners to keep delivery on track.
- Building and maintaining strong working relationships with internal teams, agencies, talent and media partners, while balancing the priorities of Cancer Council Australia with those of our partners in delivering engaging, authentic content.
- Collaborating as part of an integrated communications team to deliver best in class marketing campaigns.

Key Relationships

Position reports to the **Senior Campaign Manager**

Position works closely with:

- Head of Campaigns
- Campaigns Team (Paid Media and Project Management streams)
- Media & Communications Manager and Earned Media Team
- Influencer Marketing Manager
- Owned Content team
- Third-party media & brand partners, including paid media, creative and specialist agencies
- Cancer Council Australia Staff
- Federal Government Department of Health, Disability and Ageing

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Selection Criteria

Essential:

- 3-5 years' experience in marketing, communications, media or campaign delivery.
- Experience supporting the delivery of integrated marketing campaigns and content development across formats such as social media, digital, broadcast, audio, editorial, website, and/or influencer.
- Demonstrated writing and editing experience across formats such as social posts, digital ads or short scripts, with the ability to adapt tone for different channels, audiences and partners.
- Strong organisational and project coordination skills, with the ability to maintain attention to detail while managing multiple deadlines and approval processes simultaneously.
- Excellent interpersonal and communication skills, with experience working collaboratively across internal teams and external partners, including agencies.
- Working knowledge of marketing and media campaign evaluation methods, and experience contributing to campaign performance reports.
- An interest in campaign strategy, with the ability to connect day-to-day delivery to broader campaign objectives.
- A dedicated team player with a commitment to the charitable purpose of Cancer Council Australia.

Desirable:

- Tertiary qualifications in Marketing, Communications, Media or a related field.
- Experience managing brand or media partnerships across large-scale national campaigns in a charity or social impact setting.
- Understanding of brand governance and risk management strategy.
- Experience working on government or public health campaigns and/or projects.

**APPROVED
BY:**

Director Cancer Control Campaign and
Communications

Date: June 2025

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