

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 Product Manager	DIVISION:	Cancer Control Campaigns & Communications
LOCATION:	Sydney	STATUS:	Ongoing
REPORTS TO:	Head of Digital & Content	HOURS:	Full-time, 35 hours per week
AWARD:	Award free	AWARD: ☐ YES	AWARD: ☒ NO
POSITION NO:	CCA-DIG-15-2022	LAST UPDATED:	June 2026

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.

Cancer Council Australia's digital channels are the primary way Australians access trusted cancer information and support. With more than 6.5 million annual users and audience behaviour increasingly driven by search, mobile and AI-enabled discovery, digital has become a critical service delivery channel for the organisation.

Role description

The Digital Product Manager is responsible for the management, optimisation and continuous improvement of Cancer Council Australia's digital platforms and websites.

Working closely with the Head of Digital & Content, the role translates organisational priorities into digital product initiatives and manages the delivery of enhancements across the digital ecosystem. The role balances audience needs, business requirements and technical considerations to ensure digital experiences are accessible, user-centred and aligned with organisational objectives.

The role works closely with content specialists, Digital Producers, technical partners and stakeholders across Cancer Council Australia and the Federation to deliver platform improvements, optimise discoverability and maintain sustainable digital services, applying best practice in product management, agile delivery, digital governance, SEO, AI discoverability (GEO/AEO) and human-centred design.

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Primary Accountabilities

Digital Product & Platform Management

- Translate business, user and stakeholder requirements into product initiatives, technical briefs and delivery plans.
- Manage the delivery of digital initiatives from requirements through to release and continuous improvement.
- Coordinate platform improvements, new functionality, system integrations and platform transition activities, including future hosting, infrastructure, CMS or platform migrations.
- Act as the business owner for Cancer Council Australia's web infrastructure and hosting environment, including management of platform partners and services such as Vercel and related technologies, ensuring stability, performance and operational continuity.
- Work with technical partners to ensure platforms remain secure, reliable, scalable and fit for purpose.
- Support the development and delivery of platform roadmaps and improvement plans.
- Maintain a strong focus on accessibility (WCAG), usability, SEO, GEO/AEO best practice and overall digital quality.

Platform Performance, Discoverability & Optimisation

- Monitor platform performance, audience behaviour and digital engagement using analytics and other available data sources.
- Use audience insights, research and performance data to identify opportunities for optimisation and continuous improvement.
- Work with content and technical specialists to improve accessibility, usability, and discoverability.
- Support SEO and AI discoverability (GEO/AEO) initiatives across Cancer Council Australia's digital channels.
- Recommend and implement improvements that increase the reach and accessibility of trusted cancer information.

Stakeholder & Vendor Management

- Act as the primary operational contact for digital product delivery across internal and external stakeholders.
- Manage relationships with agencies, digital suppliers and technical partners to deliver agreed outcomes.
- Facilitate communication between technical and non-technical stakeholders, ensuring shared understanding of priorities, requirements and delivery approaches.
- Provide digital advice and support to colleagues across communications, marketing, fundraising and cancer control programs.
- Collaborate with Federation stakeholders to support shared digital initiatives and continuous improvement activities.

Team Leadership

- Manage and support Digital Producer roles and other team members contributing to digital initiatives.
- Support effective prioritisation, planning and delivery across concurrent projects and workstreams.
- Share knowledge and promote digital best practice across the team and organisation including agile delivery, backlog prioritisation, and sprint planning.

Digital Governance & Best Practice

- Support best practice in accessibility, privacy, usability and digital governance.
- Work with Head of Digital and Content and Senior Content Strategist in maintaining oversight of content structures, information architecture, taxonomy and governance practices within digital platforms.
- Support content governance processes that improve content quality, consistency and discoverability.
- Contribute to the development and maintenance of digital standards, processes and documentation.

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• Provide input to ensure digital platforms support sustainable operations and effective content management practices.
Innovation & Continuous Improvement • Monitor emerging digital, search and AI-related trends relevant to Cancer Council Australia's mission and audiences. • Recommend and test improvements to digital products, services and user experiences. • Support optimisation activities using audience insights, analytics and user feedback • Assist in identifying opportunities to improve digital capability, efficiency and audience outcomes.
Other Accountabilities • Provide expertise on website CMS platforms and related digital tools. • Support organisational projects requiring digital product, platform or user experience expertise. • Provide training and support to peers and colleagues by sharing best practice knowledge. • Utilise and manage digital tools and platforms that assist with implementing website product roadmap • Undertake other duties consistent with the responsibilities and classification of the role. • Work Health and Safety ○ Follow all Cancer Council health and safety policies and procedures ○ Report all known or observed hazards to Manager or Supervisor ○ Take reasonable care at work to ensure your own and others' safety
Main Challenges • Managing multiple digital platforms with competing priorities and stakeholder needs. • Balancing business-as-usual operations, optimisation initiatives and new development requests. • Maintaining digital relevance and discoverability as search technologies and AI-enabled discovery continue to evolve • Coordinating delivery across multiple suppliers, systems and internal teams, including platform transition and migration activities. • Translating complex technical concepts into practical recommendations for business stakeholders. • Maintaining platform quality, security and performance in a changing digital environment.

Key Relationships
Position reports to Head of Digital and Content, Cancer Council Australia. Internal • Director, Cancer Control Campaigns & Communications • Digital Producers • Content Team • Cancer Control Campaign Teams • Marketing and Fundraising Teams External • Agencies and digital suppliers • Technology and platform partners • Developers and specialist consultants • Federation digital stakeholders and working groups
Selection Criteria
Essential • Demonstrated experience managing digital products, websites or digital platforms, typically gained over 4-7 years in digital product, digital channel, website or platform management roles. • Demonstrated experience managing digital products, websites or digital platforms.

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- Experience working with CMS platforms (experience with Headless CMS platforms would be advantageous , analytics tools and digital technologies.
- Experience working with developers, technical partners and suppliers to deliver digital initiatives.
- Strong stakeholder engagement and communication skills.
- Experience managing competing priorities and coordinating delivery across multiple projects.
- Knowledge of website accessibility, usability and digital governance principles.
- Experience using analytics, audience insights and performance data to inform digital product decisions.
- Understanding of search optimisation, digital discoverability and evolving search behaviours.
- Experience managing multiple digital platforms and stakeholder groups.
- Experience leading or coordinating cross-functional teams and digital projects.
- Strong organisational, planning and problem-solving skills.
- Understanding of agile delivery approaches and backlog management.

Desirable

- Knowledge of AI-influenced search and content discovery environments.
- Experience with content governance, taxonomy or structured content models.
- Experience supporting large-scale digital platforms transitioning from project delivery into business-as-usual operations.
- Experience with fundraising, CRM or platform integrations.
- Experience in the health, government or not-for-profit sectors.
- Experience implementing human-centred or user-centred design approaches.

APPROVED BY:

Date:

June 2026