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:	Social Media Manager	**DIVISION:**	Cancer Control Campaigns and Communications
LOCATION:	Sydney	**STATUS:**	24-month full time contract
REPORTS TO:	Head of Digital & Content	**HOURS:**	35 hours per week
AWARD:	Award Free	**AWARD:** ☐ YES	**AWARD**: ☒ NO
POSITION NO:	CCA-DIG-24-2026	**LAST UPDATED:**	October 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.

Role description

The Social Media Manager leads Cancer Council Australia's social media strategy, overseeing owned channels to grow audience reach, engagement and organisational impact. The role is responsible for content strategy, channel performance, community engagement and moderation, and the delivery of audience-first social content that supports Cancer Council's campaigns, advocacy, and public health objectives.

The position provides strategic leadership across social media operations, including audience development, creator and influencer engagement, social listening, moderation and workflow optimisation. The role plays a critical role in amplifying national campaigns, reinforcing priority cancer prevention behaviours and extending organisational reach and impact through effective community and creator engagement.

Primary Accountabilities

- Develop and deliver Cancer Council Australia's social media strategy across owned channels, driving audience growth, engagement and impact, with a strong focus on national skin and bowel behaviour change initiatives.
- Lead the planning, development, scheduling and delivery of social media content aligned to organisational priorities, campaigns and audience needs.
- Identify emerging trends, platform opportunities and innovative approaches to ensure Cancer Council remains a trusted, relevant and influential voice in the digital landscape.
- Own community management and moderation across Cancer Council Australia social channels, exercising sound judgement to ensure responses are accurate, timely, human-centred and aligned with reputation and risk requirements.
- Monitor and analyse channel and campaign performance, providing insights and recommendations to optimise content effectiveness, audience engagement and return on investment.
- Develop and lead creator, influencer and partnership engagement strategies that extend campaign reach, strengthen audience relevance and support campaign and organisational objectives.
- Own social listening and audience insight activities, reporting on sentiment, risks, opportunities and emerging issues to inform content and campaign strategies.
- Establish and maintain social media governance, standards, workflows and best-practice processes to ensure consistency, quality and compliance.
- Provide expert social media leadership and advice across the organisation, driving innovation and continuous improvement in social media strategy, content and operations.

Other Accountabilities

- Contribute positively to Cancer Council Australia's culture, values and reputation, acting in a manner that supports the organisation's objectives and reflects its commitment to the Australian community.
- Take reasonable care for personal health and safety and contribute to a safe and healthy workplace by identifying and reporting hazards, risks and unsafe practices.
- Undertake other duties and responsibilities as reasonably requested, consistent with the requirements of the role.

Main Challenges

- Developing social media strategies that balance organisational priorities, campaign goals and audience needs.
- Creating engaging, evidence-based content that performs across platforms while maintaining brand integrity.
- Managing multiple campaigns, stakeholders and deadlines to deliver timely, coordinated activity.
- Navigating sensitive community conversations, misinformation and reputational risks with care and accuracy.
- Turning audience insights and performance data into actions that improve channel and campaign outcomes.
- Keeping pace with evolving platforms, audience behaviours and emerging trends to drive growth and innovation.

Key Relationships

Position reports to the Head of Digital & Content.

Position works closely with:

- National Marketing Manager
- Senior Media and Communications Manager
- Earned Media & Influencer Manager
- Senior Communications Officers
- Content producers / creators
- State and Territory Cancer Council media and social media staff

Selection Criteria

Essential:

- Experience developing and delivering social media strategies that drive audience engagement and organisational outcomes.
- Experience leading content planning, publishing and optimisation across multiple channels.
- Experience in community moderation and exercising sound judgement in sensitive, complex or reputationally significant situations.
- Social listening, analytics and reporting.
- Strong content creation skills.
- Stakeholder engagement and relationship management.
- Excellent organisation and project management.
- Proficient in social media tools, Meta Business Suite, Canva, Adobe Creative Cloud, analytics/reporting platforms

Desirable:

- Marketing, communications or related qualifications.
- Health, advocacy or not-for-profit experience.
- Creator and influencer marketing experience.
- Paid social campaign experience.
- Understanding of the not-for-profit sector.

APPROVED BY:	Director Cancer Control Campaign and Communications	**Date:** October 2026