

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:	National Marketing Manager	DIVISION:	Cancer Control Campaigns and Communications
LOCATION:	Hybrid (Sydney Office 3 days a week)	STATUS:	12 Month Contract
REPORTS TO:	Head of Marketing	HOURS:	35 hours per week
AWARD:	Award free	AWARD <input type="checkbox"/> YES	AWARD: <input checked="" type="checkbox"/> NO
POSITION NO:	CCA-MC-48-2026	LAST UPDATED:	March 2026

Organisational context

Cancer Council Australia (CCA) is the nation’s leading non-government cancer control organisation. We unite the eight state and territory Cancer Councils to deliver evidence-based policy, advocacy, prevention, support services and research investment. Our work spans every stage of the cancer journey, ensuring that no one faces cancer alone.

Role description

This role exists to coordinate national marketing, communications, campaigns, and digital brand footprint, ensuring all activity is integrated, evidence based, and aligned with organisational priorities. Specifically:

- Drive integration of nationally run core campaigns across earned, paid, owned
- Surface & champion strategic brand & marketing activity across the federation

The National Marketing Manager role sits within the Cancer Control Campaigns & Communications Division of CCA and offers an exciting opportunity to apply your strategic marketing leadership and brand building expertise.

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The National Marketing Manager will report into the Head of Marketing and Communications and sit on the National Marketing Committee, working with their counterparts from State & Territory Marketing teams to unite marketing activity. This will involve leading important brand projects in a high profile, high impact role, requiring extensive experience in brand marketing in the context of a multi-layered internal and external stakeholder environment.

You will work in tandem with media, content, campaign and communications colleagues from across the division helping to ensure CCA’s activity is integrated, evidence based, and aligned with organisational priorities.

You will be responsible for ensuring several exciting workstreams and associated deliverables are achieved within the agreed budget and timeline, whilst ensuring project risk is effectively managed.

Experience in national marketing management, public health, cancer control and / or NFP would be advantageous, but not a prerequisite.

Primary Accountabilities

- Oversee national marketing plans, core campaigns and digital content, ensuring alignment with organisational objectives and national brand consistency
- Liaise strategically with internal teams (divisional and across the federation), committee chairs & and external partners
- Use analytics and data-driven insights to optimise campaigns, track performance and shape future marketing strategy
- Lead & manage integrated marketing campaigns across digital, print, events, and stakeholder programs
- Lead the development of third-party briefs for national tentpole moments such as National Skin Cancer Awareness Week or World No Tobacco Day in collaboration with media, content and communications colleagues from across the division.
- Coordinate divisional and federation colleagues to ensure CCA’s national social media channels are performing in support of CCA objectives *at the same time* as leveraging and building Cancer Council’s local content and audiences for maximum impact
- Contribute to a number of key projects including a National Ambassador framework, retail marketing partnerships and brand trademarking policy.
- Project management of all the above

Other Accountabilities

- Work Health and Safety:
 - Contribute to a safe workplace.
 - Promote and implement health and safety policies and procedures.
- Any other duties that may be required to meet the needs of the business.

Main Challenges

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- Working with a complex stakeholder network, with competing priorities and points-of-view
- Working across a broad range of tasks simultaneously
- Improving the efficiency and effectiveness of systems and processes
- Working to tight timelines.

Key Relationships

Position reports to Head of Marketing.

Position works closely with the following roles:

- Marketing Committee (made up of a cross-section of Cancer Council marketing federation representatives)
- Creative, research and media agencies, including specialists in First Nations, Culturally and Linguistically Diverse and healthcare professional communications
- Key CCA CCCC Division members including Senior Content Manager, Senior Media & Communications Manager, Director of Cancer Control Campaigns & Communications, Head of Marketing & Communications, Head of Campaigns and Social Media Specialists.
- Cancer Council committees including Marketing and Fundraising Committee
- Cancer Council Australia staff

Selection Criteria

- 7+ years' experience in brand management; strategy, planning and execution
- Ability to build effective relationships with multiple internal and external stakeholders, ensuring the delivery of major programs, on time and on budget
- Strong strategic thinking, communication skills and a flair for creativity
- Excellent marketing operator with demonstrated success in delivering integrated, multi-channel marketing campaigns and social media strategies for a range of diverse audiences
- A diplomat, able to juggle competing points-of-view and negotiate consensus and influencing without authority
- A team player, delivering success through other with a commitment to the cause

APPROVED BY:

Head of Finance

Date: March 2026

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