

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:	Media and Communications Manager	DIVISION:	Cancer Control Campaigns and Communications
LOCATION:	Sydney	STATUS:	Full time
REPORTS TO:	Head of Media and Communications	HOURS:	35 hours per week
AWARD:	Clerks Award Level 5	AWARD: <input checked="" type="checkbox"/> YES	AWARD: <input type="checkbox"/> NO
POSITION NO:	CCA-MC-24-2022	LAST UPDATED:	February 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 Media and Communications Manager sits within the Media & Communications team in the Cancer Control Campaigns and Communications division.

The role exists to protect and enhance Cancer Council Australia's national reputation by leading evidence-based, proactive and reactive media and issues management aligned to policy priorities, ensuring the organisation remains the trusted national voice on cancer control.

Primary Accountabilities

- Ensure Cancer Council Australia maintains and extends its profile as the recognised source of information and advice for media on national cancer control issues and plays an active role in media and public debate on all questions related to cancer control.

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- Monitor emerging issues and risks across media, social media, stakeholder feedback and the public environment to identify matters that may impact Cancer Council's reputation and policy priorities, adjusting messaging and escalating appropriately.
- Manage crisis communication plans and issues responses, ensuring timely, accurate and aligned messaging during high-risk or rapidly evolving situations.
- Coordinate issues and crisis communication activities nationally and to support the States & Territories, including preparing statements, key messages, Q&As, and briefing the CEO and designated spokespeople.
- Support executive communications during sensitive, high-profile issues, ensuring clarity, consistency and brand integrity.
- Develop, or oversee agency or team development of evidence-based, policy-aligned media materials and ensure best practice in reactive media relations.
- Collaborate with internal teams including Policy, Legal, Licensing and Marketing on responses related to issues management, internal alignment, staff communications and reputation safeguard.

Other Accountabilities

- Monitor media coverage, social media sentiment and stakeholder commentary to identify shifts in public perception and inform organisational messaging.
- Identify risks early and work with the team and division lead, Policy team and relevant Committee spokespeople to shape appropriate responses that maintain trust and credibility and mitigation of federation-wide risk.
- Oversee consistent messaging across all national communication channels, ensuring brand and policy alignment in high-pressure contexts.
- Provide strategic communications advice to Cancer Council committees, spokespeople and senior leaders, particularly relating to sensitive issues.
- Coordinate federation-wide communications alignment to ensure national consistency and a unified response during emerging issues.
- Build Cancer Council's profile and reputation as "first port of call" for the media, the public, people affected by cancer, health professionals and the Government for information on cancer control.
- Contribute to day-to-day media requests, adding value to drive media share of voice and influence attitudes, opinions and actions relating to cancer control.
- Ensure relevant Cancer Council staff are briefed to ensure that communications requirements are delivered.
- Foster strong relationships with our Cancer Council national committee chairs and Cancer Council Australia's Policy Division to deliver value and enhance our policy and advocacy priorities.
- Be accountable for best practice media and social measurement and evaluation, including use of insights to improve strategy.
- Contribute to the overall wellbeing of the organisation and avoid participation in any activity that might be harmful to the good operation, health, or reputation of the organisation.
- Be alert to any unsafe work practices or environments and take steps to ensure that no staff member or visitor is placed in a position potentially dangerous to themselves or others.

Main Challenges

- Work closely with state and territory Cancer Councils to ensure Cancer Council Australia's media and social outputs support and enable their charitable work.

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- Support the Head of Media & Communications in proactively identifying, mitigating and managing risks to Cancer Council Australia's brand and reputation.

Key Relationships

Position reports to Head of Media and Communications

Position works closely with:

- Chief Executive Officer
- Director Cancer Control Campaigns and Communications
- Legal Counsel
- Head of Strategic Licensing and Regulatory
- PR & Influencer Manager
- Communications Officers
- Media and Social Managers Network
- National Committee Chairs

Selection Criteria

Essential:

- Proven communications experience at a senior level, with a minimum of five years' experience in media relations.
- Demonstrated experience managing and issues communication responses, including preparing statements, advising executives and multi-team coordination.
- Track record in building and enhancing media and stakeholder relationships.
- Proven experience developing and measuring media and social media sentiment.
- Exceptional written and strong oral communication skills.
- Excellent interpersonal skills.
- Ability to operate in a complex, multifaceted charitable environment, including working with a wide range of stakeholders.

Desirable:

- Enhanced computer skills especially MS Word, Excel and PowerPoint and good understanding of social media tools.
- Understanding of and commitment to the not-for-profit sector.
- Experience communicating about health or science.
- Experience in working on or leading workstreams for in committee, working groups or industry body settings.

APPROVED BY:

Director, Cancer Control Campaigns and Communications

Date: Feb 2026