

## 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.*

<b>JOB TITLE:</b>	Media and Communications Manager	<b>DIVISION:</b>	Cancer Control Campaigns and Communications
<b>LOCATION:</b>	Sydney	<b>STATUS:</b>	12-month full time contract
<b>REPORTS TO:</b>	Senior Media and Communications Manager	<b>HOURS:</b>	35 hours per week
<b>AWARD:</b>	Clerks Award Level 5	<b>AWARD:</b> <input checked="" type="checkbox"/> YES	<b>AWARD:</b> <input type="checkbox"/> NO
<b>POSITION NO:</b>	CCA-MC-24-2022	<b>LAST UPDATED:</b>	December 2022

### 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 primary role of the Media and Communications unit is to promote Cancer Council's national cancer control messages and advocacy priorities to the Australian public and protect and enhance Cancer Council reputation as Australia's leading cancer charity.

### Primary Accountabilities

FINANCE & CORPORATE SERVICES / HR		Approved by: Tanya Buchanan		
Document ID: CCAFCS42	Created by: Lisa Miskell	Version: 1.0	Approval date: June 21	Review due: June 23

- 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.
- Deliver the earned media components of large-scale social marketing campaigns funded by the Australian Government to drive earned media results and contribute to behaviour change.

## Other Accountabilities

- Develop and be accountable for Cancer Council Australia's integrated earned media and social strategies to build Cancer Council's profile and reputation and ensure we are "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, including those outside normal business hours, adding value wherever possible, in order to drive media share of voice and influence attitudes, opinions and actions relating to cancer control.
- Lead the team to develop and deliver proactive media and social communications KPIs.
- Work with the Senior Media and Communications Manager on issues management as required, including the identification and mitigation of federation-wide risk.
- Ensure relevant Cancer Council staff are briefed to ensure that communications content requirements are delivered.
- Proactively identify new communication opportunities across media content and channels.
- 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.
- Lead the Media and Social Managers Network, including teleconferences and face-to-face meetings to ensure a coordinated approach, consistent messaging and that all Cancer Councils contribute to and benefit from opportunities to generate national publicity.
- 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.
- Line manage the Communications Officer.

## Main Challenges

- Build on Cancer Council's media and social profile and reputation to ensure Cancer Council:
  - is the most trusted source of cancer information and evidence in cancer control is able to effectively promote best practice in all aspects of cancer control
  - is positioned as the strategic leader in cancer control
- Work closely with state and territory Cancer Councils to ensure Cancer Council Australia's media and social outputs support and enable their charitable work.
- Support Senior Media & Communications Manager in proactively identifying, mitigating and managing risks to Cancer Council Australia's brand and reputation.

FINANCE & CORPORATE SERVICES / HR		Approved by: Tanya Buchanan		
Document ID: CCAFC542	Created by: Lisa Miskell	Version: 1.0	Approval date: June 21	Review due: June 23

## Key Relationships

Position reports to Senior Media and Communications Manager

Position has direct management of the Communications Officer.

Position works closely with:

- Chief Executive Officer
- Director Cancer Control Campaigns and Communications
- Head of Strategic Marketing
- Media and Communications Assistant
- Social Media & Media Coordinator
- Communications Support Officer
- Digital Marketing Manager
- Media and Social Managers Network – state and territory Media and Social Managers.
- National Committee Chairs – experts in public health and cancer care and support - designated spokespeople for Cancer Council Australia.

## Selection Criteria

### Essential:

- Proven communications experience at a senior level, with a minimum of five years' experience in media relations.
- Demonstrated ability to raise an organisation's profile by securing significant media and social media exposure.
- Track record in building and enhancing media relationships.
- Proven experience developing and measuring best practice social media and PR strategies.
- Creativity and proven ability to come up with hooks and angles for media.
- 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.

**APPROVED BY:**

Chief Operating Officer

**Date:** Dec 2022