

Job Description

Cancer Council is the nation's leading non-government cancer charity, working across every aspect of every cancer. Every day, we support people affected by cancer when they need it most, speak out on behalf of the community on cancer issues, empower people to reduce their cancer risk, and find new ways to better detect and treat cancer.

JOB TITLE:	National Licensing and Retail Assistant	STATUS:	Contract – 6 months
LOCATION:	Sydney	HOURS:	28 hours per week
REPORTS TO:	National Marketing Manager (Licensing)	POSITION NO:	

Organisational context

This position works within the Cancer Council Licensing team. Our national Licensing team is responsible for Cancer Council's licensed products, including our sun protection product range. The team has key accountability for managing activity to drive revenue for Cancer Council's licensed products.

Role description

The National Licensing & Retail Assistant is responsible for the implementation of activity that supports the sun protection product portfolio.

This role is responsible for the coordination of Cancer Council's organic social media platforms for licensed product, engagement with influencers, and marketing support for Cancer Council's retail operations.

This activity will include identifying targets, drafting pitches and following up with key contacts, liaising with our licensees to obtain product, assisting with photo shoots and incoming media enquiries, tracking coverage and providing regular reporting on outcomes. This role also supports the retail team by coordinating assets for retail promotions.

By enhancing awareness and the reputation of our branded products, this role will contribute to the delivery of strategic plans.

Main challenges

- Working to tight deadlines to secure product coverage.
- Finding new and creative opportunities to deepen our engagement with our audiences on social media.
- Ensuring that product coverage and promotion aligns with our health messaging.
- Coordination of marketing assets (design, copywriting) for our retail team.
- Working with a diverse range of stakeholders, including marketing teams working for our licensed product companies, and stakeholders across the Cancer Council Federation.

Key relationships
<ul style="list-style-type: none"> • National Marketing Manager (Licensing) • Head of Licensing • Head of Media and Communications, and the respective teams • Retail group • All licensee marketing teams
Key accountabilities
<ul style="list-style-type: none"> • Assist in implementation of all CCA licensing activities to drive sun protection product awareness and to support CC product sales. • Coordinate a calendar of influencer outreach activity and organic social media content to support the broader marketing strategy developed by the National Marketing Manager. • Monitor social media channels for coverage and provide regular reports on outcomes. • Coordinate assets to support retail promotions (online and instore) – this includes the development of briefs for photo shoots and designers, through to implementation. • Assist with identifying new opportunities to drive branded product awareness. • Work collaboratively with CCA Media & Communications team to ensure activity aligns with health messaging. • Assisting with responses to incoming press office requests related to Cancer Council branded product. • Work collaboratively with all licensee marketing teams. <p>External Supplier Management</p> <ul style="list-style-type: none"> • Manage key stakeholder relationships – ensuring quality of service and ROI is achieved with all parties including media, influencers, potential branded product endorsers. • Work collaboratively with all Cancer Council stakeholders across the Federation. <p>Stakeholder Management</p> <ul style="list-style-type: none"> • Consult, update and report to National Marketing Manager (Licensing).

Financial accountabilities
<ul style="list-style-type: none"> • For licensees' Common Marketing Fund, focus on organising, managing and shipping key retail products. • Contribute to updating of CMF financial tracking for all marketing expenditure. • Accurate budget management/ tracking and reporting on product allocation and associated costs.

Selection criteria
<p>Essential</p> <ul style="list-style-type: none"> • Relevant tertiary qualification in marketing, communications or related field (or currently undertaking study or strong experience in a similar role). • Strong understanding of the Australian retail landscape. • Solid understanding of social media channels, bloggers and influencers. • Outstanding written and oral communication skills, including outstanding attention to detail. • Excellent time and project management skills.

Desirable

- Experience implementing marketing campaigns.
- Experience growing a social media following and increasing audience engagement.
- Enhanced computer skills, especially MS Word, Excel and PowerPoint.
- Understanding of and commitment to the not-for-profit sector.
- Interest in fashion and health & wellness.

Reviewed by:	National Marketing Manager (Licensing) Head of Licensing Director, Finance and Corporate Services	Date:	December 2020
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