

## 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>	Senior Manager, Media and Communications	<b>DIVISION:</b>	Cancer Control Campaigns and Communications
<b>LOCATION:</b>	Sydney	<b>STATUS:</b>	Full Time
<b>REPORTS TO:</b>	Director, Cancer Control Campaigns and Communications	<b>HOURS:</b>	35 hours per week
<b>POSITION NO:</b>	CCA – MC – 02 - 202	<b>LAST UPDATED:</b>	17 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 Senior Manager, Media and Communications sits within the Cancer Control Campaigns and Communications Division in the Media and Communications Team. The primary role of the Media and Communications team 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. The team is responsible for developing and implementing a wide range of communications activity including media liaison, social media content, health information websites and publications. The team provides communications support to the CEO, national committees and policy division.

Key requirements include responding to complex reactive media requests, developing proactive media strategies, independently drafting media materials and editorial, briefing spokespeople and overseeing Cancer Council's social media strategy, content development and moderation. The role oversees a team of 4-5 media and communications specialists. Essential to success is the ability to work with state and territory Cancer Councils to ensure a coordinated and consistent approach that maximises national, state and territory media coverage.

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## 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.
- Developing and overseeing the implementation of the Cancer Council Australia media and communications strategy and reporting on key outcomes.
- Managing the media and communications and content teams to foster team development, including overseeing performance management and developing team capability.
- Overseeing and approving all communications and media activity, including both reactive and proactive media relations, communications content, social media activity, health publications and internal communications.
- Providing strategic advice and communications leadership to Cancer Council Australia's national committees and subcommittees, as well as the advocacy team.
- Protecting Cancer Council's position and reputation as Australia's leading charity through strategic communication management and advice, including coordination of issues management and crisis management activity.

## Other Accountabilities

- Lead the media team to respond 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 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.
- Risk management.
- Identify required resource, budget and expertise to deliver against objectives.
- Budget management.
- Keep abreast of relevant initiatives and developments to benefit Cancer Council, or which are a threat to our activities.
- 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.
- Coordinate intra Federation media activities including convening meetings, sharing information and activities and best practice examples.

## Main Challenges

- Ensuring strategy meets needs of complex set of internal and external stakeholders.
- Concurrently managing multiple projects with tight timelines.
- Working as part of cross functional teams and projects within a federated environment and with external stakeholders.

## Key Relationships

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Position reports to Director, Cancer Control Campaigns and Communications

Position has direct management of two Communications Officers, and management of a 4 - 5 person team (depending on in-market campaigns).

Position works closely with:

- Chief Executive Officer
- Head of Marketing
- Head of Campaigns
- Broader CCCC Division
- 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:

- Demonstrated experience in leading media and communications teams to develop and implement communications and media strategies.
- Demonstrated experience in reputation and issues management, media management and crisis communications.
- Outstanding communication skills – including highly developed verbal, writing and editing skills.
- Strong attention to detail.
- Ability to manage complex stakeholder relationships and build collaboration.
- Demonstrated experience in client service.

Desirable:

- Understanding of and commitment to the not-for-profit sector.
- Experience in working on or leading workstreams for in committee, working groups or industry body settings.

<b>Approved by:</b>	Chief Executive Officer	<b>Date:</b>	
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