

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:	Senior Marketing Officer	DIVISION:	Cancer Control Campaigns and Communications
LOCATION:	Negotiable	STATUS:	12 Month Contract
REPORTS TO:	Senior Marketing Manager	HOURS:	35 hours per week
AWARD:	Clerks Private Award – Level 4	AWARD: <input checked="" type="checkbox"/> YES	AWARD: <input type="checkbox"/> NO
POSITION NO:	CCA-MC-22-2022	LAST UPDATED:	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

This role offers an exciting opportunity to apply your marketing campaign management skills.

The role will consist of delivering best-in-class campaigns and supporting the planning process across all digital & offline channels, delivering results against agreed KPIs. There will also be the opportunity to support the Media & Communications team with execution and management of owned content on social media.

You will have the chance to work within a multi-discipline team and learn a diverse set of skills across a range of game-changing campaigns. We're on a mission to deliver a cancer free future, and need your passion and skills to deliver.

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Primary Accountabilities

This role will be coordinating large-scale media sponsorships across national prevention campaigns in partnership with the Australian Government.

- Support Marketing Managers across the end-to-end management of major national campaigns, including planning, creative development and production, implementation, optimisation and reporting.
- Implement the campaign strategy across online and offline media channels.
- Collaborate with counterparts across owned and earned media functions to ensure best-in-class campaign integration.
- Plan, prepare and manage the publication and distribution of marketing and campaign assets, across digital and offline media.
- Liaise with stakeholders within Cancer Council Australia, the Cancer Council federation and our external partners, ensuring ongoing consultation on plans and deliverables.
- Write, edit and proof-read marketing copy for use across different channels.
- Support on media and creative agency management.
- Analyse the impact of marketing campaigns and prepare measurement reports, with actionable insights.
- Work across a broad range of tasks to support the wider team, prioritising your own workload to ensure key deadlines are met.
- Assist with budget tracking through timely and accurate invoice processing.

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

- Working across a broad range of tasks simultaneously.
- Constantly striving to innovate and optimise our marketing outputs.
- Leveraging reporting insights to optimise current and future campaigns.
- Working with a complex stakeholder network, within the Cancer Council federation and our Federal Government partners.
- Improving the efficiency and effectiveness of teams' systems and processes.
- Working to tight timelines.

Key Relationships

Position works closely with the following roles:

- Senior Marketing Manager
- Marketing Manager

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- Campaigns Manager
- Campaigns Project Manager

Selection Criteria

Requirements and skills

- Proven experience as a senior marketing officer, with relevant subject matter degree (or tertiary equivalents).
- Demonstrable organisational and multi-tasking skills.
- Evidence of implementation of online and offline marketing strategies.
- Experience of working with media agencies and / or creative agencies, as well as other third-party suppliers.
- Ability to operate within a complex stakeholder environment.
- Demonstrable ability to consider the impact of marketing campaigns, present on performance and action insights for the purposes of optimisation.
- Assisting with budget tracking through timely and accurate invoice processing.
- Excellent knowledge of MS Office.

APPROVED BY:

Chief Operating Officer

Date: Dec 2022

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