

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:	Social Media and Media Coordinator	DIVISION:	Cancer Control Campaigns and Communications
LOCATION:	Sydney	STATUS:	12-month full time contract
REPORTS TO:	Media and Communications Assistant	HOURS:	35 hours per week
POSITION NO:	TBC	LAST UPDATED:	15 December 2021

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 Social Media and Media Coordinator sits within the Media & Communications team in the Cancer Control Campaigns and Communications division providing support to the communications team and helping implement media and communications activity, underpinning our efforts to effectively communicate Cancer Council priorities and build Cancer Council Australia's public profile.

Key tasks include social media content creation, supporting our communications measurement and reporting processes, social media community management and engagement and coordinating internal communications within the Cancer Council Australia office.

Essential to this role is excellent organisational skills, good attention to detail, a passion for communications (particularly social media) and the ability to work as a part of a team to deliver tasks on time.

FINANCE & CORPORATE SERVICES / HR		Approved by: Tanya Buchanan		
Document ID: CCAFC542	Created by: Y Meier	Version: 1.0	Approval date: June 2021	Review due: June 2023

Primary Accountabilities

- Supporting the media and communications team by providing timely and accurate measurement and reporting of social media performance, effective copywriting and administrative support.

Other Accountabilities

- Developing copy, including social media content, key messages, blogs, news items and personal stories.
- Assisting with the development of communications content, including liaising with external suppliers, to ensure that they are delivered on time.
- Driving social media moderation, engaging directly with Australians affected by cancer and those looking for information about cancer or our brand. This may include checking social media accounts outside of core business hours when required.
- Assisting with the coordination of key meetings and events, including circulating agendas, talking points, run sheets, taking minutes and coordinating logistics.
- Analysing, measuring and reporting on social media performance, identifying key insights to drive and improve content, engagement and use across the Cancer Council Federation.
- Monitoring and reporting on proactive, reactive and incidental media coverage, as well as social media performance.
- Ensuring accuracy in the development and maintenance of our distribution lists.
- Coordinating internal communications activities – including collating internal news.
- Working across a broad range of tasks to support the wider team, prioritising the workload to ensure key deadlines are met.
- Providing general communications support to the broader Cancer Council Australia team.
- Contributing to the overall well-being of the organisation and avoiding participation in any activity, during and after employment that might be harmful to the good operation, health, or reputation of the organisation.
- Being 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.
- Other duties as requested.

Main Challenges

- Drafting and developing engaging content and copy for a range of audiences including social media.
- Direct communications with the Cancer Council social media community
- Working across a broad range of tasks, prioritising the workload to ensure key deadlines are met.
- Improving the efficiency and effectiveness of team systems and processes.
- Ensuring monitoring and reporting is accurate, insightful and distributed in a timely fashion.
- Ensuring accuracy in the development of and maintaining of our email and media distribution lists.
- Providing a flexible approach to communications support – including checking social media channels outside of core business hours when required.

FINANCE & CORPORATE SERVICES / HR		Approved by: Tanya Buchanan		
Document ID: CCAFC542	Created by: Y Meier	Version: 1.0	Approval date: June 2021	Review due: June 2023

Key Relationships

Position reports to Media and Communications Assistant.

Position works closely with:

- Head of Media and Communications
- Media and Communications Manager
- Communications Officer
- CEO and other spokespeople
- Director of Cancer Control Policy
- State and territory Cancer Council media and social media staff
- Cancer Council committees
- Cancer Council Australia staff

Selection Criteria

Essential:

- Passion for social media and for developing engaging social media content.
- Interest in accurately communicating about health issues.
- Excellent attention to detail.
- Excellent time and project management skills.
- Highly developed organisational skills.
- Outstanding written and oral communication skills.
- Excellent judgement and interpersonal skills.
- Excellent news sense and understanding of Australian media.
- High computer literacy, including experience with word processing, spreadsheet, database and presentation programs.

Desirable:

- Tertiary qualifications in communications or a related field.
- Some experience in communications or media relations in either an in-house or agency environment.
- Understanding of and commitment to the not-for-profit sector.

APPROVED BY:	Acting Chief Executive Officer	Date:	17 December 2021
---------------------	--------------------------------	--------------	------------------------

FINANCE & CORPORATE SERVICES / HR		Approved by: Tanya Buchanan		
Document ID: CCAFC542	Created by: Y Meier	Version: 1.0	Approval date: June 2021	Review due: June 2023