Cancer Council Australia is the nation’s leading 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:** Head of Media and Communications (Maternity Cover)  
**STATUS:** 12 month contract  
**LOCATION:** Haymarket  
**HOURS:** 35 hours per week  
**REPORTS TO:** CEO  
**POSITION NO:** CCA1001-1

### Organisational context

This role leads the Media and Communications Unit, whose primary role is to promote Cancer Council’s national cancer control messages to the Australian public and protect and enhance the Cancer Council Australia’s reputation as the country’s leading cancer charity.

The team is responsible for developing and implementing a wide range of communications activity including all media liaison, social media content, health information websites and publications.

The team also provides communications support to the CEO, national committees and to other Cancer Council Australia teams and coordinates internal communications within Cancer Council Australia.

### Role description

The role leads the Media and Communications Team to effectively communicate Cancer Council priorities and messages to the community, support our advocacy efforts and build and protect Cancer Council Australia’s public profile and reputation.

Key requirements include providing strategic leadership on all media and communications activities, identifying new opportunities to further Cancer Council’s influence in cancer control and managing the media and communications team.

Fundamental to success in the role are strategic communications planning and implementation, fostering team development, encouraging initiative and innovation and working collaboratively with a diverse group of stakeholders, including the state and territory Cancer Councils.
Main challenges

- Developing Cancer Council Australia’s communication and media strategy and working with the Head of Mission Marketing on developing an integrated mission marketing strategy.
- Ensuring Cancer Council Australia’s media and communications strategy and activity aligns with Cancer Council Australia’s business strategy and vision and caters to the changing media and charity landscape.
- Identifying new media and communications opportunities for Cancer Council Australia to further our influence and enhance our ability to proactively communicate our priorities.
- Providing strategic communications leadership across the wider Cancer Council Australia team to ensure all activity aligns with our priorities and to protect and enhance our reputation.
- Being “on-call” outside of core business hours to assist with responding to media enquiries and responding rapidly to manage emerging issues.
- Providing input into the wider organisational and business strategy and activities as a member of the Cancer Council Australia executive team.
- Managing the team of the communications and media staff to ensure the team works effectively together, fostering collaboration and building team capability.
- Enhancing communications collaboration with the State and Territory Cancer Councils to enable their local communications activity.
- Working with the national committee chairs and Director of Cancer Control Policy to develop communications strategies to support our work across prevention, research, health services and supportive care.

Key relationships

- Executive Team - Chief Executive Officer, Director Cancer Control Policy, Head of Mission Marketing, Director of Finance and Corporate Services and Head of Digital
- Media Managers Network – state and territory Media Managers and Communications Directors.
- Social Media Managers – state and territory social media managers.
- National Committee Chairs – experts in public health and cancer care and support. Designated spokespeople for Cancer Council Australia.
- Direct management of the Media and Communications Manager, Social Media Manager, and National Cancer Content Manager, and in-direct management of the Media and Communications Assistant (managed by the Media and Communications Manager).
- Working closely with the Brand and Mission Marketing Team to develop joint communication strategies and provide mentorship to the acting Brand and Marketing Manager.

Primary accountability

Provide strategic leadership across all communications and media activity.

Key accountabilities
• Developing and overseeing the implementation of the Cancer Council Australia media and communications strategy and reporting on key outcomes.
• Developing and overseeing the team budget, ensuring accurate forecasting and budget tracking.
• Managing the media and communications team to foster team development, including overseeing performance management and developing team capability.
• Providing senior strategic communications advice and leadership as a member of the Cancer Council Australia Executive Team.
• Proactively identifying new communication opportunities – including across our digital, social and publication channels.
• 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 principal 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.
• Working collaboratively with Brand and Mission Team to tell the story of our work and impact
• Contribute to the overall well-being 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.

Financial accountabilities

• Development and management of the media and communications budget.

Selection criteria

Essential

• Proven media and communications experience at a senior level, with a minimum of 10 years’ experience.
• Demonstrated experience in developing and implementing communications and media strategies across a range of platforms, including media, social media and content.
• Demonstrated experience in reputation and issues management, media management and crisis communications.
• Strong understanding and experience in strategic health communications.
• Demonstrated experience managing teams and contributing to professional development.
• Ability to operate in a complex, multifaceted charitable environment.
• Outstanding communication skills – including highly developed verbal, writing and editing skills.
• Strong attention to detail.
• Ability to manage stakeholder relationships and build collaboration
Desirable

- Understanding of and commitment to the not-for-profit sector.

Reviewed by: Prof Sanchia Aranda, CEO
Date: 8 January 2020