

POSITION DESCRIPTION

Media and Communications Officer (PREV.162)

Reports To: Senior Media Adviser

Classification: Band C

CANCER COUNCIL VICTORIA

Every year, more than 35,500 Victorians will be diagnosed with cancer, and nearly 11,000 will die from cancer. The number of cases will increase as our population grows and ages. Survival will also improve as we get better at [early detection](#) and [treatment of cancer](#).

Since our establishment in 1936, [Cancer Council Victoria](#) has developed an international reputation for our innovative work in [cancer research](#), [prevention](#) and [support](#). As an independent, not-for-profit organisation, we play a leading role in reducing the impact of all cancers on all people.

Our people work and volunteer at Cancer Council Victoria to contribute to an organisation that makes a real difference in people's lives and is valued by the community we serve. In return we are proud to foster a culture that supports individuals to reach their full potential, in an environment that reflects our values of **Excellence, Integrity and Compassion**.

DIVISION / TEAM SUMMARY

The [Prevention Division](#) aims to reduce the risk of cancer in the Victorian population through social marketing, advocacy, professional education and providing advice based on the best available evidence. This involves action to affect individual behaviours and the broader physical and legislative environment to support health and wellbeing. Our programs include: SunSmart, Quit Victoria, Achievement Program, screening, early detection and immunisation, the Obesity Policy Coalition, LiveLighter®, Rethink Sugary Drink and alcohol policy.

POSITION SUMMARY

The Media and Communications Officer will work closely with Senior Media and Communications team members to provide broad communications support (drafting media releases, newsletter content and other copy for various audiences, social media content development) and project management assistance to the Prevention Media and Communications team. This role will focus on the healthy lifestyles programs - the Obesity Policy Coalition, LiveLighter®, Rethink Sugary Drink, and alcohol, and will play a key support role in day-to-day administrative activities.

RESPONSIBILITIES

Public Relations and Communications

- Support the Senior Media Advisor in the coordination of media and communications activities for healthy lifestyles program areas.
- Provide written copy for websites, newsletters, posters, blog posts, and video scripts.
- Assist with developing media releases, media briefing documents and launch event planning documents.
- Coordinate stakeholder communications including developing stakeholder toolkits, e-newsletter content and maintaining lists.
- Liaise with graphic designers to develop resources for internal and external audiences.
- Implement and monitor social media activities, working with the digital team to analyse and optimise organic content.

Digital Communications

- Provide support to digital communications strategies, projects, and associated outputs, including developing and updating website content.
- Develop social media calendar, digital content and assets for healthy lifestyles programs and other Prevention programs as required.
- Manage social media pages for healthy lifestyles program including monitoring, engagement, evaluation and reporting of performance.
- Assist with the implementation and monitoring of paid media campaigns.
- Draft regular blog or online posts on topical issues and develop ideas to promote the latest content.

Administrative Support

- Maintain and update communications resources including public relations resources and launch materials.
- Respond to email and phone enquiries from the public and students where appropriate.
- Collate and distribute daily media reports for key stakeholders and prepare regular media reports.
- Provide additional administrative support to Head of Marketing and Communications.

Such other duties as directed and consistent with an employee's level of skill, competence, and training.

KEY SELECTION CRITERIA

Essential Criteria

Qualifications, Experience, Knowledge, and Skills

- Diploma in communications, public relations or other relevant discipline.
- Effective written and oral communication skills with the ability to present information, simply and clearly to a range of stakeholders
- Experience in developing engaging content and managing social media technologies.
- Good understanding of website content development, including using content management systems.
- Strong organisational and time management skills, with a proven ability to work autonomously, including the ability to meet deadlines.
- Demonstrated problem-solving skills, ability to take initiative and attention to detail.

- Advanced skills in MS Office, including Word, Excel and PowerPoint.

Desirable Criteria

- Advanced diploma or tertiary degree in communications, public relations or relevant discipline.
- Experience in a not-for-profit organisation
- Knowledge of project management software tools

Special Requirements

- Non-smoker
- Right to work in Australia
- Satisfactory completion of National Police Check