



POSITION DESCRIPTION

Position: Corporate Communications Lead (FCD.16)

Reports To: Marketing Operations Manager

Classification: Band E, 0.8FTE

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 AND UNIT SUMMARY

The **Fundraising and Communications Division (FCD)** is responsible for ensuring that Cancer Council maintains a visible, engaging presence in the community; and to inspire and activate support from the Victorian public.

Through a diverse fundraising program, the Division raises funds to support the Cancer Council's work in line with the organisation's mission and values. This is achieved through best-practice direct marketing; exceptional relationship management of philanthropic supporters; delivery of iconic fundraising events; and retail of our trusted sun protection products.

The Division's ways of working enable our teams to move quickly, deliver ongoing value to our supporters and foster a culture of continuous improvement. We connect our cause and values to how we organise ourselves, and our work, to help supporters play their part in saving lives and reducing the impact of cancer.

The **Brand, Communications and Marketing Unit** works across multiple channels and campaigns, to deliver innovative, omni-channel, impactful marketing and communications activities. This drives supporter, consumer and public engagement, fundraising outcomes and understanding of Cancer Council brand.

The Unit works in partnership with multiple internal stakeholders to achieve strategic outcomes and ensure Cancer Council delivers consistent brand messaging and experience for our many audiences across all our touchpoints.

POSITION SUMMARY

The Corporate Communications Lead is responsible for the development and delivery of Cancer Council's internal communication strategy, internal reputation management and governance communications. As the eyes, ears and voice of the organisation, the Corporate Communications Lead is responsible for connecting employees with the right information at the right time, promoting employee engagement and transparency.

Reporting to the Marketing Operations Manager, the position will ensure effective strategic internal communications. Working closely with the CEO, People, Leadership and Teams and other internal stakeholders, the role will support employee understanding of and alignment to Cancer Council Victoria's brand, vision, mission, and cultural values of excellence, integrity and compassion.

This position has scope to reach and engage the highly motivated Cancer Council employees, bringing to life key organisational priorities and sharing appropriate messaging, stories, and assets, supporting them to be Cancer Council advocates. In doing this the role exercises influence and galvanises the organisation around shared objectives.

RESPONSIBILITIES

Stakeholder Engagement

- Work cross-functionally across teams to build and strategic relationships, including with leaders across the Divisions, other Cancer Councils, and external stakeholders
- Assist with the organisation's implementation of digital transformation and collaboration work, assisting the Chief Information Officer
- Ensure organisational initiatives and projects are successfully communicated to employees and stakeholders

Internal Communications Strategy

- Facilitate the development and lead the implementation and monitoring of an internal communications strategy in conjunction with key stakeholders including the CEO, People Leadership and Teams, and Division Heads.
- Handle the internal communications response to crisis and/or sensitive situations which affect organisational perception and reputation
- Ensure internal and external communication messages are consistent
- Keep abreast of latest trends in internal communications to drive innovation in communications delivery to staff and volunteers

Manage Corporate Communications Channels

- Plan, edit and write content for a variety of internal communication channels, such as the intranet, presentations, staff newsletters, and all staff emails
- Draft messages from the CEO and Senior Executives for presentation to employees in written or spoken form
- Ensure employees have mechanisms to provide feedback on and input into internal communications and adjust communications accordingly.
- Measure the effectiveness of internal communications and regularly provide updates on results and recommendations to the CEO and Executive.
- Project manage production of the annual report and accounts, annual review and AGM publications

- Ensure messages from senior management and the Board are properly reflected in communications to internal stakeholders

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

- Relevant tertiary qualification in communications, journalism, or a related field
- Demonstrated experience in implementing an organisation wide communications strategy
- Proven copywriting and editing experience including long and short copy, publications, speeches, eDMs, web copy and articles
- Strong interview skills and the ability to manage sensitive conversations with discretion
- Demonstrated written and verbal communication skills with the ability to translate complex scientific information into compelling communications for all audiences
- Effective communication and interpersonal skills, including the ability to influence, develop and maintain strategic relationships with internal and external stakeholders
- Proven capacity to introduce and embed new ideas and approaches into existing working practices, together with a strong ability to adapt to change
- Results focussed with the ability to manage a broad workload, focus on the big picture, and meet deadlines
- Ability to foster a culture of growth, innovation and continuous improvement to drive results

Desirable Criteria

- Experience working within fundraising and health, not-for-profit or public sector
- Understanding of the challenges and opportunities of being a charity

Special Requirements

- Non-smoker
- Right to Work in Australia
- Satisfactory completion of a National Police Check and Working With Children Check