

POSITION DESCRIPTION

Position: Senior Media and Communications Advisor(QUIT.69)

Reports To: Head, Media and Communications

Classification: Band F

CANCER COUNCIL VICTORIA

Every year, more than 30,500 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 prevent cancer for all Victorians. This is done through community interventions, mass media, advocacy, training and providing policy advice based on the best available evidence. This involves action to affect individual behaviours and the broader physical and legislative environment to reduce cancer risk. We prioritise health inequalities, especially in relation to Aboriginal people, and in culturally diverse and socio-economically disadvantaged communities.

This is achieved through the delivery of public health programs relating to tobacco control (Quit Victoria), obesity prevention (LiveLighter, Obesity Policy Coalition, Rethink Sugary Drink), sun protection (SunSmart, World Health Organisation Collaborative Centre for UV), cancer screening (bowel, breast and cervical), immunisation, (HPV, hepatitis B) alcohol and organisational change (Achievement Program).

POSITION SUMMARY

The Senior Media and Communications Advisor is responsible for overseeing the development and implementation of effective media and communications strategies for Quit Victoria. The Senior Media and Communications Advisor works in collaboration with the Head, Media and Communications and the Director of Quit Victoria to develop and manage the implementation of Quit's media and communications plans ensuring

activities strategically advance program objectives, are in synergy with marketing activities and are maximising the current media landscape and trends.

Managing one staff member, this role provides leadership and direction to ensure a high level of service and value is delivered to the program.

RESPONSIBILITIES

People Leadership

- Support the Media and Communications Advisor by managing and prioritising workflow, identifying learning and development opportunities, managing performance via regular meetings and completing 6 monthly formal performance reviews.
- Provide leadership through collaboration with other non-profit organisations on joint media and/or communications initiatives
- Provide strategic input and guidance to Quit Media and Communications peers' overarching work plans and day-to-day work.

Strategy Development and Advice

- Work collaboratively with the Head, Media and Communications Prevention Division and the Director of Quit Victoria to develop and implement a comprehensive communications strategy for Quit that informs media and communications plans and activities, ensuring they are strategically aligned with Quit policies and objectives and in synergy with marketing/advertising activities.
- Identify and leverage opportunities to enhance the operation of the team, with the objective of strengthening the skill base of the team and improving performance of media and communication activities.
- Identify and leverage strategic media opportunities through emerging, relevant and/or sensitive issues and developments in the external environment.

Media Engagement and Evaluation

- Develop and implement media plans which will identify and generate consistent and significant media opportunities to achieve Quit's strategic objectives
- Manage relationships with key media outlets and associated journalists
- Develop and manage tools to assess the effectiveness, impact and return-on-media-investment from media activities and regularly report performance to key organisational stakeholders.
- Research and write media releases, briefing papers, presentations, speeches, Q&As, media kits and other communications materials.
- Advise, brief and coach the Director of Quit Victoria (as key media spokesperson) in preparation for media interviews.
- Provide the Director of Quit Victoria strategic media advice and support in the development and implementation of risk and issues management processes.

Communications

- Develop and implement communications plans to support stakeholder management and knowledge transfer
- Work with senior media employees across the Prevention Division and the Fundraising and Communication Division to ensure opportunities for cross collaboration are realised.

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

- Degree qualifications or higher in communications, public relations, journalism or a related discipline.
- Extensive industry experience in public and media relations in a mix of government and/or not-for-profit environments with demonstrated experience in a senior communication role.
- Proven leadership experience of highly focused and successful communications teams.
- Substantial ability to foster a culture of growth, innovation and continuous improvement to drive results.
- Excellent communication and interpersonal skills, including the ability to develop and maintain strategic relationships with internal and external stakeholders.
- Demonstrated experience in empowering staff to lead teams that foster collaborative relationships while delivering operational priorities.
- Strong organisational and time management skills, including the proven ability to meet tight deadlines.
- Highly motivated with an ability to work autonomously.

Desirable Criteria

- Experience working within health, not-for-profit or public sector organisations.
- Strong media advocacy skills and experience with a solid understanding of state politics.
- Strong existing relationships with Victorian media outlets and health journalists.

Special Requirements

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