

POSITION DESCRIPTION

Position: Social Media Officer (FCD.175)

Reports To: Media Planner

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 AND UNIT SUMMARY

The **Fundraising and Communications Division (FCD)** is responsible for creating ways for people to play their part in saving lives and reducing the impact of cancer.

Through a diverse revenue generation program, the Division works to ensure funds are raised to support Cancer Council Victoria to achieve its mission of empowering people, saving lives and preventing cancer.

This is achieved through best-practice high volume fundraising approaches; exceptional relationship management of philanthropic partnerships; delivery of iconic fundraising events; and retail product sales and royalties.

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 CCV brand.

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

POSITION SUMMARY

Reporting to the Media Planner, the Social Media Officer will be responsible for the implementation of Cancer Council Victoria's social media platforms, working closely with internal teams (Media Planner and Digital Marketing Manager) and external agency partners.

The role will facilitate briefing creative, scheduling organisation-wide social activity, creating content, posting, running Sprout Social and building our influencer program.

Collaborating closely with the Supporter Care team and agencies this role will support community management and assist with social media reporting and analytics. Using a keen eye for great social media content, the role will also help ensure Cancer Council's social media presence is engaging and achieves the right tone, in line with our brand.

RESPONSIBILITIES

Social Media Implementation

- Oversee the implementation of our Social Media channels, based on strategic vision
- Implement ongoing best practice across social activity based on guidelines and competitors
- Brief agencies as required and manage outputs, including content creation and copy
- Work in partnership with internal teams and external partners to create and post social media content
- Monitor emerging trends across all social media platforms, ensuring maximum effectiveness
- Build our influencer program, incorporating User Generated Content, stakeholder and corporate outreach, and leveraging employee spokespeople
- Build on our Sprout Social work by utilising listening for brand, gathering learnings about public sentiment and risk mitigation, to support media

Stakeholder Engagement

- Work with external agencies and internal teams to develop content concepts and ensure timeliness of delivery
- Support the briefing and development of Social Media plans across the organisation, including working across Divisions including Prevention, Strategy & Support, and Fundraising, Brand and Communications
- Develop social media plans and activity for campaigns, and gain internal support to ensure consistency across campaign channels (SEO, UX/UI, supporter journey and paid media)
- Collaborate with peers across the Cancer Council Federation where appropriate to brief in and share content, results, learnings and opportunities
- Work with teams within FCD and other Cancer Council Divisions to ensure understanding of and adherence to social media guidelines

Innovation

- Contribute to a culture of innovation and continuous improvement.
- Support colleagues in the Fundraising and Communications Division, and wider Cancer Council Victoria to harness internal expertise and opportunities for innovation and mission delivery
- Implement test and learn opportunities, with learnings shared and successful tests recommended for scale up

Evaluation and Reporting

- Use analytical tools such as Google Analytics, Sprout Social, and Facebook Insights to monitor social media presence and performance
- Contribute to regular reports on social media marketing efforts

- Suggest recommendations to adjust the social media marketing strategy for optimal results

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 marketing or demonstrated relevant industry experience
- Experience in creative briefing, project management and content planning
- Demonstrated skills, knowledge and experience in developing and implementing content
- Implementation experience on key social platforms: Facebook , Instagram, LinkedIn, X, TikTok
- Demonstrated ability to actively listen, influence and negotiate with stakeholders and become a trusted contributor to campaign teams
- Knowledge of social media platforms, analytics and metrics such as Google Analytics, Sprout Social and Facebook Insights or equivalent
- Demonstrated ability to carry out duties professionally, with tact and diplomacy ensuring privacy and confidentiality requirements are maintained
- Demonstrated problem-solving skills, ability to take initiative and attention to detail
- Strong organisational and time management skills, with a proven ability to work autonomously, including the ability to meet deadlines
- Effective written and oral communication skills
- Advanced skills in MS Office, including Word, Excel and PowerPoint

Desirable Criteria

- Advanced Diploma in a relevant field
- Experience in a not-for-profit organisation, or agency experience

Special Requirements

- Non-smoker
- Right to work in Australia
- Satisfactory completion of National Police Check
- Ability to occasionally work after hours and on weekends for which time-in-lieu will be provided