



POSITION DESCRIPTION

Position: Marketing and Campaign Advisor (PREV.194)
Reports To: Marketing Manager
Classification: Band E

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 Marketing Advisor is responsible for effectively leading the development, implementation and optimisation of marketing and advertising communication strategies for Prevention programmes, including the National Bowel Screening Campaign. The Marketing Advisor will work in collaboration with the Marketing

Manager, the Head of Media and Communications, program managers, and external stakeholders such as Cancer Council Australia to achieve effective campaign delivery.

This role also works closely with both internal and external research staff to ensure all marketing and advertising activity is evidence-based and evaluated in a robust manner. This role uses business analytics and data to drive marketing strategy and inform campaign decision-making.

RESPONSIBILITIES

Vision and Leadership

- Work proactively with internal and external stakeholders to maximise community awareness of the key campaign messages.
- Enable collaboration and sharing of best practice among the team to optimise performance.
- Demonstrate the CCV values and encourage employees to apply the Cancer Council values to the work that they do.

Project Management

- Manage and direct marketing workflow, via regular meetings and internal communication ensuring objectives and goals are met.
- Manage marketing and advertising budget.
- Oversee organisational adherence to the program brands and established procedures and protocols.
- Develop and ensure ongoing optimisation of the Prevention Communications and Marketing Unit's operational processes. This will mean delivering and leading efficient operational systems, workflow tracking, reporting, and planning.
- Ensure appropriate approval processes are followed to guarantee marketing collateral are produced on brand and reflect the guidelines developed.
- Maintain and update marketing materials, ensuring all licenses and fees are up to date.
- Ensure accurate documentation of all marketing and campaign plans including initial brief, project timelines, promotional schedules, and campaign evaluation documents.
- Provide ongoing monitoring and insights of paid media activity
- Provide written evaluation reports on the results of promotion and advertising strategies, including the tracking and analysis of marketing mediums and response mechanisms.

Marketing and Advertising

- Work collaboratively with the Head, Media and Communications and the Marketing Manager to develop comprehensive and integrated social marketing strategies for Prevention projects and initiatives.
- Lead innovative marketing and advertising strategies, applying latest digital marketing and advertising technologies across all digital platforms including social media.
- Coordinate marketing and campaign planning by facilitating brainstorming sessions, researching alternative marketing mediums, developing digital marketing tactics, and adhering to budget requirements.
- Develop and execute advertising strategies for the national bowel screening campaign ensuring the most effective reach and frequency is achieved for the target audiences in a cost-effective manner
- Ensure all activity is informed by data-driven insights and analytics, and integrated into an audience-driven approach
- Provide advice and develop marketing strategies which optimise engagement opportunities and insights available using digital platforms

- Manage paid digital activity throughout the campaign, optimising performance in collaboration with CCA and assisting the communications team with advice and best practice

Stakeholder Relationships

- Influence key stakeholders to adopt and support strategies, practices and positions that support the campaign.
- Develop high quality working relationships with stakeholders including other members of the CCV Marketing and Communications team, CBRC, CCA Communications team and Australian Department of Health.
- Develop and maintain strong relationships with Cancer Council and relevant interstate and international organisations in relation to brand awareness, adherence, and collaborative campaign development.
- Work collaboratively with other units to facilitate shared learning, integrate organisational messaging into various campaigns and collaborate on projects with mutually beneficial outcomes.
- Identify, develop, and maintain a high-quality network of Cancer Council Victoria preferred external marketing service providers including advertising agencies and media buyers

KEY SELECTION CRITERIA

Essential Criteria

Qualifications, Experience, Knowledge, and Skills

- Degree qualifications or higher in marketing, advertising, or communications.
- Substantial industry experience in social marketing or advertising in a mix of commercial, government and/or not for profit environments with demonstrated experience in a senior communication role.
- Solid experience in project management, communications, and marketing planning, including systems and tools
- Proven capacity to introduce and embed innovative ideas and approaches into existing working practices, together with a strong ability to adapt to change
- Exceptional written and verbal communication skills, as well as interpersonal skills with the ability to develop and maintain strategic relationships with internal and external stakeholders
- Demonstrated excellence and experience in campaign development with the ability to focus on delivering results to time and budget.
- Demonstrated experience in using digital platforms (including CRM, Social and Search) as part of an integrated social marketing plan
- High level attention to detail with the ability to remain focussed on the big picture while implementing highly tactical solutions.
- Demonstrated ability in using evaluation tools to evaluate marketing strategies across all channels.
- Social Media Management experience across all social platforms including content management, reporting and optimisation.
- Strong analytical skills including the ability to use Google analytics, Campaign URL Builder and Google Tag Manager

Desirable Criteria

- Experience working within health, not-for-profit or public sector organisations.
- Understanding of marketing and communications process within government.

Special Requirements

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