

POSITION DESCRIPTION

Cancer Council Australia is the leading national non-government cancer control organization. We develop and promote independent, evidence-based policy and information on cancer prevention, detection, treatment and care. We support our members, the eight state and territory Cancer Councils, to: undertake and fund cancer research; prevent and control cancer; and provide information and support for people affected by cancer.

JOB TITLE:	Marketing Officer	DIVISION:	Licensing
LOCATION:	Sydney	STATUS:	Full time permanent.
REPORTS TO:	National Marketing Manager Licensing and Retail	HOURS:	Full time
AWARD:	Clerks Private Award Level 4	AWARD: <input checked="" type="checkbox"/>	AWARD: <input type="checkbox"/> NO
POSITION NO:	CCA – CSDL-05-2024	LAST UPDATED:	N/A

Organisational context.

As Australia's leading cancer charity, Cancer Council unites the community, provides support, invests in research and saves lives. We are proud to work across all stages of the cancer journey from prevention to end of life.

Cancer Council Australia's key strategic priority areas are research, prevention, support, policy, advocacy and sustainability.

Role description

The Marketing Officer plays a crucial role in assisting the Licensing team that supports the Federation.

The role is pivotal to driving the Licensing team success and ensuring seamless execution of marketing activities that align with the Federation's broader goals. This role focuses on delivering strategic support, enabling efficient, impactful campaigns that strengthen the Federation's licensing initiatives and enhance brand presence across multiple channels.

Primary accountabilities

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Key responsibilities of the role

- 1. Marketing campaign assistance:** Contribute to the planning and executing CCA's brand led marketing campaigns for the licensing division. This could include the development of agency briefs, creative briefs and ensuring marketing and creative outputs are prepared, approved and distributed on time.
- 2. Category led campaign coordination:** Ensure all relevant licensing led campaigns and initiatives are integrated across owned channels. Support paid influencer campaign requests and facilitate approvals of proposed influencer plans and associated outputs. Work closely with stakeholders to ensure key promotional opportunities at retail are executed in line with plan.
- 3. Marketing collateral and content creation:** Drive the creation of high impact marketing collateral by coordinating marketing material development such as the creation of social media posts, e-newsletters, video content and influencer product packs. This may involve drafting copy, briefing creatives to develop graphics, or working with agencies.
- 4. Compliance and approvals:** Manage the approval of marketing materials, and some product development submissions. Ensure that delegated materials and activities comply with Federation marketing principles and brand guidelines
- 5. Photoshoot and event coordination:** Leading the coordination of some photoshoots and PR event activations. For photoshoots, this may involve sourcing and booking locations, booking talent and crew, catering, creation and circulation of call sheets for shoot day. Event assistance will be dependent on activation but will involve creating and circulating run sheets, sourcing product, developing marketing materials to support activation.
- 6. Social media:** Take a proactive, strategic approach to enhance followers on the 2 product focused SM platforms. Manage the development and coordination of posting and scheduling across social media platforms, track campaign performance metrics, report on insights and moderate all comments and messages received, generate reports to evaluate the effectiveness of marketing activities.
- 7. Social Market Research:** Develop and oversee quarterly reporting and presenting to team on social media trends and insights. Develop and manage quarterly reporting and presenting to team on social media trends and insights, customer preferences, and the competitive landscape.
- 8. Administrative Support:** Provide general administrative support to the licensing team. May include coordinating and minuting meetings, managing product orders as requested by the broader CCA team, handling customer complaints and updating licensing presentations
- 9. Vendor Coordination:** Take ownership of some relationships with external vendors and partners, such as advertising agencies, creative agencies or production companies to ensure that marketing materials and services are delivered as planned. Overall project management.
- 10. Budget Tracking:** Tracking expenses related to social media and PR initiatives. ensuring that costs stay within allocated limits.

Other accountabilities

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Contribute to the overall Licensing vision by applying previous experience and ongoing market monitoring.

Main challenges

- Working remotely and as a member of a small team will require autonomy and independence to work confidently and deliver on tasks as required.
- Balancing commercial decisions with public health guidelines.
- External stakeholder conflict resolution engagement.

Key relationships

This position reports to National Marketing Manager (Licensing and Retail)

This position works closely with:

- Head of Licensing
- Licensees
- CCA Media team
- Cancer Council Retail marketing

Selection criteria

Essential

- Relevant tertiary qualifications in marketing, communications, or related field or strong experience in a similar role.
- Proven experience in social media management and ability to grow social media following.
- Experience with PR agency support and agency coordination.
- Solid understanding and experience working with social media channels, content creators and influencers.
- Outstanding written and oral communication skills, including detail.
- Efficient time and project management skills.
- Ability to work confidently and autonomously.

Desirable

- Experience licensing, and/or retail marketing.
- Experience in planning, developing and implementing marketing campaigns.
- Enhanced computer, video creation and design skills using Canva or InDesign, MS Word, Excel and PowerPoint.
- Event coordination and support.
- Understanding of and commitment to the not-for-profit sector.
- Personal interest in health & wellness.

APPROVED BY:

Chief Operating Officer

Date: September 2024

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