

Position Title	LiveLighter Communications Coordinator	Report to	Food and Movement Programs Manager
Division & Team	CP&R / Food and Movement Programs	Location	Subiaco
New position or revision & date	Revision August 2024		

Position Purpose

The coordinator supports the implementation of the LiveLighter program and campaigns by developing, implementing and evaluating the social media strategy, including producing high quality content for social media platforms

Our Vision	Achieve a cancer-free future for our community.
Our Mission	Cancer Council Western Australia works with our community to reduce the incidence and the impact of cancer.
Our Values	<p><i>Making a real difference</i> We seek to have a major positive impact on the lives of all West Australians. We never stop seeking to improve and innovate what we do and are prepared to take risks to achieve breakthrough results.</p> <p>We do this by living the following values:</p> <ul style="list-style-type: none"> • <i>Integrity</i> We have high standards and we do what we say we will do. We are transparent and consistent in the way we work and relate. • <i>Evidence</i> We always seek the most solid foundation of evidence available in every practice we embrace. • <i>Care</i> We are passionate about our mission and deeply value our community and each other. We show empathy for those we are here to serve, respect and value our staff and volunteers and do everything we do with great care. • <i>Collaboration</i> We actively engage with others and each other to achieve our shared objectives. We create inclusive and empowering connections with and between our stakeholders to build the capacity we need to bring about great change. • <i>Equity</i> We work positively with people of different backgrounds, status and education to help them achieve the best possible level of health and wellbeing. • <i>Boldness</i> We engage in continuous improvement and innovation and take risks to achieve results.

Key Responsibility Area	Inputs - Key Activities	Outputs - What is expected/end result	Measures - How it is measured
Operational			
	<p>Support LiveLighter campaign and projects through the production of digital, platform-specific content, and the development of a social media strategy.</p>	<p>Work with the LiveLighter senior campaign coordinator to develop and deliver unpaid social media strategies and activities to support the campaign.</p> <p>With support from the LiveLighter Campaign Senior Coordinator and media buying agency, support the broader paid mass media campaign.</p> <p>Work with the LiveLighter Campaign Senior Coordinator to increase the growth and reach of the LiveLighter brand and message.</p> <p>Undertake evaluation to measure the reach and engagement of social media activities.</p> <p>Produce content for external platforms and channels including social media, media and public relations, campaigns, data driven communications..</p> <p>Coordinate social media scheduling and planning with partner agencies, such as Cancer Council Vic, CCWA Obesity</p>	<p>Social media plan is developed and executed according to plan, and achieves outputs expected from funding contract.</p> <p>Food and Movement Programs Manager (FAM Manager) is satisfied that appropriate content is being produced to support team priorities and paid and unpaid campaigns.</p> <p>FAM Manager is satisfied that the growth and reach of the campaign is increasing.</p> <p>FAM Manager is satisfied regular monitoring and evaluation is undertaken, and data reported in six monthly and annual reports.</p> <p>FAM Manager is satisfied content is generated and posted in a time sensitive manner.</p> <p>Feedback from key stakeholders indicates scheduling complements</p>

		<p>Policy Team, Crunch&Sip and partner agencies.</p> <p>Liaise with CCWA Marketing and Communications team, external agencies and key stakeholders to initiate opportunities to amplify LiveLighter social media and unpaid media activity.</p> <p>Identify opportunities to boost social media through paid subscriptions and unpaid partnership opportunities.</p> <p>Assist with LiveLighter events as required.</p>	<p>activities of related campaigns. Increase in campaign exposure is achieved.</p> <p>Feedback from key stakeholders indicates social media strategies and content is amplified for each planned campaign.</p> <p>Feedback from key stakeholders indicates social media content is boosted where appropriate, and increase engagement is achieved And organised unpaid social media opportunities achieve an increase in reach and engagement.</p> <p>FAM Manager is satisfied assistance has been provided.</p>
Relationship Management			
	<p>Establish and maintain effective working relationships with internal and external stakeholders.</p>	<p>Effective professional relationships are developed and maintained with internal and external stakeholders.</p> <p>Regular meetings with stakeholders are scheduled with clear actions developed</p>	<p>Key stakeholders consider that their relationship with the LiveLighter Communications Coordinator is positive and constructive.</p>
	<p>Represent CCWA at appropriate meetings, seminars and other events.</p>	<p>CCWA is represented in a professional manner at internal and external events.</p>	<p>CCWA is represented in a professional manner at internal and external events.</p> <p>CCWA's key messages are delivered.</p>
Occupational Health and Safety			

	<p>All team members are trained in all relevant Occupational Health and Safety processes relevant to their position.</p> <p>Appropriate personal protective equipment is used at all relevant times.</p> <p>Any situation, event or incident that is in breach of Occupational, Health and Safety policies or procedures is identified and reported and corrective actions implemented where appropriate.</p>	<p>Attendance at required OHS training.</p> <p>PPE worn correctly at all times.</p> <p>Hazards & Accidents reported.</p>	<p>No Lost Time Injury.</p> <p>The workplace is maintained in a safe condition 100% of the time.</p>
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Selection Criteria	Essential	Desirable
Experience in required industry and or position		
Tertiary qualification in marketing, communications, health or other related field	X	
Sound knowledge of public health issues in WA		X
Minimum 3 years' experience in developing and delivering a social media strategy using relevant digital platforms that supports a broader campaign/brand	X	
Experience in coordinating stakeholders to amplify campaign content and increase engagement		X
IT skills		
Experience in using digital platforms to create social media assets	X	
Experience in using google analytics and other digital measurement tools	X	
Other skills		
Strong multimedia/content creation skills including photography, videography and editing	X	
Strong verbal, interpersonal and written communication skills	X	
Demonstrated ability to rapidly initiate content development based on emerging issues, information, and events.	X	
Proven organisational skills with strong attention to detail	X	
Abilities		
Ability to translate health information and research into consumer language	X	

Ability to monitor industry trends relating to social media platforms and related technology	X	
Ability to monitor, analyse and interpret digital social media platforms' data and information, and identify areas for growth and development	X	
CCWA Values		
Demonstrated understanding of and commitment to the values of Cancer Council WA	X	
Positive approach to the workplace	X	