

Position Title	Marketing and Communications Officer	Report to	Marketing and Communications Manager
Division & Team	Marketing & Fundraising / Marketing and Communications	Location	Subiaco
New position or revision & date	Revised December 2024		

Position Purpose

This position is responsible for providing administration and operational support to the Marketing and Communications Team, including campaign and program marketing and communications support.

Our Vision	Achieve a cancer free future for our community.
Our Purpose	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
Administration			
	Social media scheduling and monitoring	Working with Marketing team to assist in scheduling and monitoring the Cancer Council WA social media channels.	Key stakeholders consider response and actions are carried out in a timely manner
	Internal and external communications support	Working with Communications team to assist in delivery of communication plans, including but not limited to: <ul style="list-style-type: none"> Developing content for internal communications Drafting and scheduling external communications Adhering to language guides, style guides, and key messaging documents 	Key stakeholders are satisfied that appropriate content is being produced to support the needs of the organisation and delivered on schedule as required.
	Support marketing and communications activities and campaigns as required.	Provide support for marketing campaigns as required, with the direction of the Marketing and Communications Manager.	Marketing and Communications Manager reports.
	Reporting	Track, and report on campaigns and marketing activity	Key stakeholders consider all records & campaigns are current
	Email monitoring and unsubscribes	Monitor and administer several email inboxes, ensuring responses to enquires are provided within set timeframes Ensure unsubscribes are actioned in database Ensure contact logs and communication preferences are updated in database	Key stakeholders consider response and actions are carried out in a timely manner
	Budget and bank reconciliation	Provide accurate bank statement coding and budget recording	Monitoring of information indicates a high level of accuracy

			Key stakeholders consider the information is provided in required timeframes
	Deliver high level administrative support to Marketing and Communications Team	Provide assistance to Marketing and Communications team on a wide range of administrative tasks including but not limited to updating processes, coordinating meetings, event organisation, credit card reconciliation, and project work as requested	Marketing and Communications Manager and other key stakeholders indicate that a satisfactory level of service has been provided
Relationship Management			
	Establish and maintain effective working relationships with internal stakeholders	Effective professional relationships are developed and maintained with internal stakeholders	Key stakeholders consider that their relationship with the Administration Officer is positive and constructive
	Establish and maintain effective working relationships with external stakeholders	Effective professional relationships are developed and maintained with external stakeholders	Key stakeholders consider that their relationship with CCWA and Administration Officer is positive and constructive
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>

Selection Criteria	Essential	Desirable
Experience in required industry and or position		

Minimum 2+ years' experience in multifaceted administrative support role	X	
Excellent written and verbal communication skills	X	
High level organisational skills and ability to work under pressure with demonstrated ability to prioritise tasks and meet deadlines	X	
Social media management		X
Experience in delivering internal and external communications		X
IT skills		
Intermediate computer and keyboard skills – Microsoft Office Suite and other databases	X	
Abilities		
Ability to work independently as well as part of a team	X	
CCWA Values		
Demonstrated understanding of and commitment to the values of Cancer Council WA	X	
Positive approach to the workplace	X	