

Position Description

PR & Communications Officer

POSITION PURPOSE

The PR & Communications Officer is responsible for generating national awareness for ovarian cancer, Australia's deadliest female cancer through media pitching for our key campaigns as well as through our advocacy events such as the annual Parliamentary Breakfast. It is an exciting and diverse role that suits a highly skilled communications professional who is passionate about making a real difference in people's lives. The role involves writing across various channels and audiences (e.g media, government and donors) and works closely with the Marketing Manager to deliver on awareness and fundraising targets.

Location:	Queen Victoria Women's Centre, 210 Lonsdale St, Melbourne
Position Reports to:	Marketing Manager
Number of direct reports:	Nil
Position Type:	Full time (38 hours per week)
Fixed Term Contract:	2-year fixed term contract

ORGANISATION

Ovarian Cancer Australia (OCA) is the leading national body for ovarian cancer in Australia. Founded in 2001 by a group of people personally affected by ovarian cancer, our vision *is to save lives and ensure that no woman with ovarian cancer walks alone.*

Our focus is to provide care and support for those affected by ovarian cancer; and represent them by leading change.

Our values: We listen: We are inclusive: We are courageous: We act with integrity
For more information please visit www.ovariancancer.net.au.

BACKGROUND

Each year in Australia, approximately 1800 people are diagnosed with ovarian cancer, and more than 1,000 die from the disease. Ovarian cancer has an extremely poor prognosis and has the lowest survival rate of any female cancer. In Australia, the overall five-year survival rate for people diagnosed with ovarian cancer is 48%. People impacted may experience poor quality of life and outcomes and Ovarian Cancer Australia has a range of programs supporting them and their loved ones. The main programs include a helpline, the Teal Support Program, psychosocial services, support groups and information resources. Outside of these programs OCA works closely with government to advocate for better treatment and research.

The PR and Communications Officer role is part of the integrated Marketing, Fundraising and Communications team. This role contributes to OCA's vision and mission by providing purpose driven, passionate communications, copywriting and storytelling, and effective public relations management.

KEY RESPONSIBILITIES

Deliver best in class integrated campaigns

- Be our storytelling lead, working with our community of women to tell their incredible stories and raise awareness across media touchpoints
- Write well-articulated and precise press releases and pitch them to media
- Own our media relations through your existing and enviable media relationships across a range of channels including online (and influencers), broadcast, print and radio
- Together with the Marketing Manager, develop the marketing and communications strategy for OCA campaigns, including Ovarian Cancer Awareness Month, Workout 4 Women and other brand partnership moments
- Evaluate campaigns and give feedback so that we can continue to grow and evolve
- Work closely with the advocacy team to provide copywriting support and communications planning
- Adept in crisis communications and ability to plan and build proactive communications solutions ahead of needing them.
- Work with the Communications Specialist in the Support team to Increase awareness of and engagement with the support services OCA offers among people affected by the disease and their families
- Speech writing for key speakers (e.g.CEO) for OCA events

Lead OCA's Corporate Identity & Government Awareness Programs

- Assist with internal communications
- Lead all requirements for the annual Parliamentary Breakfast event and Women of the Press Gallery event.
- Act as the key contact for all government relations
- Together with the CEO and executive team, develop and deliver any Corporate documents as required (e.g. Annual Report etc)

Stakeholder relationships

- Provide communications advice and input across all departments.
- Develop and maintain relationships with key media contacts to raise Ovarian Cancer Australia's profile and promote our strategy, people, programs and activity.
- Develop new and strengthen existing relationships with relevant partner organisations to ensure open lines of communication and proactive responses to issues and opportunities.

Reporting, evaluation and accountability

- Lead the monitoring of media coverage and provide counsel around performance of campaigns and recommended next steps
- Manage and track the communications budget in partnership with the Marketing Manager
- Maintain up-to-date knowledge of new developments in marketing and communications and a working knowledge of ovarian cancer relevant to the role.

General

- A strategic thinker and able to contribute to helping OCA continue to grow.
- Support Digital Specialist with important storytelling across social media and broader copywriting.
- Contribute to the culture of decision-making including cooperation, collaboration and shared accountability.
- Desire to continue learning - feeling comfortable giving and receiving feedback.
- Other duties as directed.

EXPERIENCE, SKILLS AND QUALIFICATIONS

- Tertiary qualification PR and/or communications
- At least five years' experience in marketing and communications, with a good understanding and passion for the charity sector.
- Strong organisational and time management skills.
- Excellent written and verbal communications skills, with the ability to work with a range of internal and external stakeholders.