



### **Vision**

To beat cancer in South Australia

### **Statement of purpose**

To unite the community in the fight against cancer and act as an independent voice for cancer control in South Australia

## **Position description and person specification**

Position title:	PR Officer		
Position number:	A046		
Unit:	Business Development		
Department:	Communications		
Location:	202 Greenhill Road, Eastwood		
Manager:	Manager, Brand Marketing		
Grade:		Employment:	12 month contract (Full time)
Last updated:	January 2013	By whom:	A Siculo

### **About Cancer Council SA**

- has worked resolutely since 1928 to defeat cancer in this state
- is the state's leading independent, cancer-related non-government organisation, dedicated to reducing the impact of cancer for all South Australians
- invests in three main strategic objectives research, cancer prevention and cancer support
- is uniquely positioned as a resource for action and a voice for change in the fight against cancer
- is committed to The National Principles of Volunteer Involvement and Management
- maintains a non-smoking workplace and provides assistance with quitting
- requires employees and volunteers to promote cancer-preventing healthy lifestyle practices and behaviours, as outlined in organisational policies.

### **Values**

#### **Integrity**

We are open and ethical in everything we do and accountable for our actions

#### **Respect**

We embrace the diversity of our community and put their needs at the heart of every decision we make

#### **Credibility**

We are a trusted source of cancer information and support, driven by the best evidence available

#### **Leadership**

With courage and conviction, we unite and empower others with a strong message of hope for a future without cancer

#### **Results**

We are committed to achieving the best possible cancer outcomes for the community through the best use of knowledge and resources

## Unit role and objectives

A fun and dynamic unit, the Business Development Unit (BDU) is all about harnessing the potential of amazing people. We aim to attract and retain the best talent to ensure we can continue to fund critical research, prevention and support programs.

Our targets are stretch targets and will remain stretch targets as long as people continue to have their lives cut short or quality of life diminished by cancer. To combat cancer, in the BDU we have brilliant PR professionals, relationship marketing experts, trusted sun protection focused retailers, leading project officers who manage some of Australia's most loved fundraising campaigns, we have passionate designers, brand and administration guru's. We're a passionate group of professionals committed to the defeat of cancer and what we do directly assists our colleagues running class-leading research, prevention and support programs.

Every day we undertake work that connects us strongly with our mission of defeating cancer.

Every day we make a difference.

## Position overview

The role of PR Officer is to maintain and enhance the public image of Cancer Council SA, while also raising its profile. Working within the framework of the Corporate Marketing Plan, the role is responsible for developing and implementing PR plans to meet the organisation's strategic objectives and generating content for the website, blog and social media. Additionally, the role includes day-to-day media management and the provision of media advice to the CEO, Executive and Senior Management.

The PR Officer will be experienced in developing media plans, as well as providing feedback and input to the CEO, Executive and Senior Management on projects and activities (including Advocacy) which require a media/communications aspect. In addition, risk assessment and advice in terms of media activity will also be provided to the CEO, Executive and Senior Management team. The role will also provide support to the Manager, Brand Marketing in managing communications.

It is essential that the PR Officer develop strong and mutually beneficial relationships with key stakeholders including the media, consumer groups, suppliers and spokespeople.

## Reporting relationships

This position reports to:                      Manager, Brand Marketing

Staff reporting to position: Nil

### Key accountabilities (outcome based)

- Contribute to the overall marketing strategy by developing and executing Public Relations Plans that:
  - Effectively promote, communicate and support the brand messages of the organisation
  - Provide advice and expertise to the CEO and the Executive Team on PR and Communication matters
  - Actively liaise with Cancer Council SA staff and stakeholders to ensure all activities, projects and opportunities are effectively promoted and key messages and data are accurate and up-to-date.
  - Achieve maximum impact through the use of innovative strategies that include the use of new and emerging media.

- Utilize all communication channels including website and Social Media
- Protect and enhance Cancer Council SA's brand and reputation by implementing and executing effective media management strategies through:
  - Preparation and distribution of timely, accurate and relevant media releases
  - Responding to relevant media enquiries that support the organisation's activities, positioning statements and brand messages.
  - Maximising all publicity opportunities and reacting to trending media topics
  - Developing key messaging for issues and projects that support strategic objectives and are in line with Cancer Council SA position statements and brand positioning
  - Maximising media effectiveness by briefing (including speech notes key-lines and advice), preparing and debriefing staff to ensure the best possible media outcome
  - Prepare and provide media activity reports and regular feedback to Manager, Brand Marketing on all media related activity
  - Ensuring all key spokespeople are media trained
- Provide support to the organisation to protect the quality of all corporate writing, publications and relevant website content ensuring the messages are relevant, effective and in line with Cancer Council SA's objectives and vision
- Work collaboratively with cross functional teams to develop and implement public relations plans that are in line with broader communication plans that engage the community to take action on cancer.

**Protect your own health and safety and that of others by:**

- Following reasonable instructions and training and complying with organisational policy and safety systems
- Identifying and reporting workplace hazards and incidents to their supervisor

**Special conditions**

- On-call 24 hours, for media contact on a roster basis
- Interstate, intra-state travel and out of hours work is required
- Regular work outside of regular business hours to achieve the objectives of the role will be required to attend functions and events as appropriate

**Person specification (knowledge, skills and experience)**

- Tertiary Qualifications in Communications/ Journalism or Public Relations or an extensive and broad range of commensurate experience
- Experience in public relations and media management and an understanding of media and public relations practices
- Ability to build and foster effective relationships at all levels, including CEOs, Executives and Board members
- Strong research and analytical skills, as demonstrated in a similar role
- Exceptional corporate written and interpersonal communication skills, commensurate with a key communications role
- Demonstrated ability to advise and assist in the development of public relations campaigns and publications
- Demonstrated ability to manage projects, work to deadlines and to budget
- Ability to achieve goals within timeframes and resource constraints
- Understanding of the health sector and ability to interpret health publications (desirable)

**Signatories**

Incumbent name: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Manager name: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_