

Position Profile

Content Producer (Communications Specialist)



WHO IS THE CHILDREN'S CANCER INSTITUTE?

The Children's Cancer Institute is the only independent medical research in Australia dedicated to research into the causes, prevention, better treatments and ultimately a cure for childhood cancer. More than 40 years on, our vision remains unchanged – to save the lives of all children with cancer and improve their long-term health, through research. The Institute has now grown to employ nearly 350 researchers, operational staff and students, and has established a national and international reputation for scientific excellence. Our focus is on translational research, whereby we have an integrated team of laboratory researchers and clinician scientists who work together in partnership to discover new treatments which can be progressed from the lab bench to the beds of children on wards in our hospitals as quickly as possible.

The Institute has recently embarked on a remarkable adventure towards joining with our clinical colleagues at the Kids Cancer Centre, Sydney Children's Hospital, in a brand-new purpose built home, Australia's first Children's Comprehensive Cancer Centre, which when completed, will house up to 900 child cancer clinicians and scientists.

OUR SHARED VISION

Our shared vision for the Children's Comprehensive Cancer Centre is to be the leading children's comprehensive cancer centre world-wide, providing for the seamless integration of child cancer research, clinical care and education, with the goal of putting an end to childhood cancer.

WE BELIEVE THAT

- No child should die from cancer or suffer life-long side effects from their treatment.
- Medical research is fundamental to curing childhood cancer.
- It is the critical iterative relationship between translational research, research that moves laboratory findings into the clinic; and discovery research, bench to bedside and back again, that is bringing us closer to one day curing childhood cancer.
- It's not if. It's when.

OUR PURPOSE

Children's Cancer Institute exists solely to put an end to the devastating impact of childhood cancer. Every week in Australia, three children and adolescents die of cancer. Only when that three becomes zero, and when all the survivors can live a normal life, will our work be done.

Our purpose as the only independent medical research institute in Australia focused exclusively on childhood cancer, is to Translate and Discover, through world class research, new treatments that will cure cancer and reduce side effects in children and adolescents.

OUR STRATEGIC OBJECTIVES

Translate—Accelerate the integration of our translational research into clinical care, including delivery of the flagship Zero Childhood Cancer program.

Discover—To pursue world class discovery research, and to feed the translational pipeline through the depth, breadth and impact of our science.



OUR STRATEGIC ENABLERS

Empower—Attracting and developing the brightest minds in a vibrant collaborative high-performance culture that fosters diversity, innovation, and success.

Innovate—By providing our researchers and support teams with access to advanced technologies, infrastructure, and facilities, we will create a dynamic and cutting-edge environment for innovation.

Connect and engage—Partnering and collaborating with UNSW and Sydney Children's Hospitals Network together with national and international clinical and research leaders and organisations, governments, and industry to leverage and maximise the outputs and impact of our research.

Promote and fund—Sharing our beliefs, vision, and purpose with others to drive awareness, engagement and support for our cause that ensures we deliver our strategic objectives in a financially sustainable way.

YOUR ROLE

Role:	Content Producer (Communication Specialist)	Team:	Marketing
Job Family:	Specialist / Team leader	Reports To:	Tami Bradley
Salary Band:	B4	Manages:	N/A
Key Internal Relationships:	Marketing and Fundraising team, ZERO program team	Key External Relationships:	SCHN, Funding bodies, Clinicians across Australia

YOUR PURPOSE

This varied and challenging role combines content delivery and planning with technical ability, creativity, and stakeholder engagement expertise to contribute to the organisation's marketing and communication strategy.

The Communications Specialist (content producer) – ZERO, will be accountable for implementation of impactful, creative, and innovative communications, delivering wide and varied content for multi channels, highlighting the Institute's impactful research and other activities to increase brand and stakeholder engagement and connection to cause. You will develop in-depth knowledge of the ZERO program, translating complex concepts into compelling and accessible content for a variety of audiences, and ensure accuracy on internal and external facing program communications.

You are a brand champion for the Institute, ensuring consistency in our tone of voice and visual appeal across all forms of communication. This role is responsible for contributing to both internal and external consumer-facing communications and publications, developing and executing an innovative content plan and producing high quality content for a range of marketing and communication channels. This involves end-to-end campaign management from concept ideation through to publishing content, coordinating both in-house teams and external parties to bring your ideas to life.

YOUR KEY OUTCOMES/ KEY RESULTS

1. Connection to the Cause	<ul style="list-style-type: none"> This role contributes to our cause by telling the story of our research and its impact. This varied and challenging role combines content delivery and planning with technical ability, creativity, and stakeholder engagement expertise to contribute to the organisation's marketing and communication strategy. This role translates ground-breaking and innovative childhood cancer research into inspiring and accessible content for a range of audiences and with the goal to drive awareness, engagement, and support for the Institute.
2. Systems & Processes	<ul style="list-style-type: none"> Provide advice and support to wider Marketing and Fundraising team regarding ZERO Program and develop communications to support overall strategy and campaigns Deliver marketing and communications support and advice to ZERO program team.
3. People & Teams	<ul style="list-style-type: none"> This role involves proactively building relationships to deeply understand the Zero Childhood Cancer Program and facilitate the rollout and pipeline of the content roadmap to support the Program. Act as first point of contact for ZERO comms development
4. Conduct & Safety	<ul style="list-style-type: none"> Role model behaviours that positively reflect the Institute's Code of Conduct, Research Code of Conduct and all relevant WHS policies and procedures.

YOUR PROFILE

Skills/Qualifications/Experience	Capabilities
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<p>Essential:</p> <ul style="list-style-type: none"> • A degree in Marketing / Communications or equivalent work experience. • At least 5 years' experience in a similar role • Demonstrated copywriting and editing expertise across a range of materials for a variety of internal and external audiences • A strong track record in effectively translating complex ideas and topics into compelling and accessible content. • Demonstrated experience in working across multiple subject matter areas simultaneously in a fast-paced environment • Knowledge of marketing principles and best practice communication and design skills across a wide range of formats and channels is required <p>Desirable:</p> <ul style="list-style-type: none"> • Experience in Science/medical/health communications and/or marketing is not essential but highly desirable. 	<ul style="list-style-type: none"> • Imagination – see through variety of lenses and challenge present assumptions, delivering complex concepts in an engaging and easy to understand way • Creativity – Ability to think creatively, problem solve and digest complex concepts • Teaming – Ability to develop and nurture relationships with a diverse group of stakeholders in a complex environment and across multiple teams. • Initiative - Ability to work in team situations but also independently with minimal supervision • Resilience - Can interpret and execute a brief under pressure, quickly creating content and communications as required and managing competing priorities whilst sticking to deadlines. • Detail orientated - Exacting standards and attention to detail • Communication - highly developed copy writing and communication skills
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YOUR ACTIVITIES AND KEY OUTPUTS

<p>1. Connection to the Cause</p>	<ul style="list-style-type: none"> • You lead the development and implementation of an annual communications plan for the ZERO Program that aligns and complements the Institute's overall communications strategy. • You will write compelling, accurate and original copy for websites, emails, articles, social media campaigns, grants, reports, press releases and much more. • You will lead diverse types of content production, including end-to-end campaign management from concept to publishing across various platforms. • You work with specialists to produce visual assets as required, including sourcing creatives, preparing clear briefs, shot lists/story boards and manage end to end production. • You role model and act as brand custodian, ensuring brand equity and integrity, and producing communications that adhere to the Institute tone of voice. • You creatively interpret ZERO Program news, discoveries, and scientific papers, and collaborating with the ZERO Program team, researchers, and partners • You proactively identify opportunities for stories that will resonate and engage when converted to lay language • You prepare media releases in partnership with the Head of Marketing to maximise the Institute and ZERO Program's presence in print, online and broadcast media • You undertake other activities as directed to support the Institute's vision and purpose.
<p>2. Systems & Processes</p>	<ul style="list-style-type: none"> • You manage budget and spend relating to communications projects in conjunction with the Marketing and ZERO Program team where appropriate • You create and deliver comprehensive reports and insights related to content and Program performance • You attend and lead regular meetings and other connections with ZERO Program team and external partners, Marketing team, Fundraising team • You comply with all operational policies and procedures and applicable legislation.

3. People & Teams	<ul style="list-style-type: none"> • You lead collaboration with the Marketing team to deliver ZERO related content across all Institute digital channels (inc SM, websites) and other assets. • You engage, collaborate in an open manner with the ZERO Program team, Marketing and Fundraising team, external media agencies and other stakeholders • You foster a harmonious and collaborative team culture and support the REDI vision – respect, equity, diversity, and inclusion. • You maintain and enhance your skills and knowledge through participation in education and professional development.
4. Conduct & Safety	<ul style="list-style-type: none"> • You behave in a manner that upholds and positively models the Institute’s Code of Conduct, the Marketing & Fundraising Team Charter and the Research Code of Conduct. • You comply with all relevant Institute WHS policies and procedures. • You take reasonable care to maintain your own health and safety and that of others. • You actively participate in making the Institute a safe and healthy workplace through communication and consultation processes.

NOTE: It is not the intention of the Position Profile to limit the scope, outcome or activities of the position but to highlight the most important aspects of the position. The aspects mentioned above may be altered in accordance with the changing requirements of the role.