



## POSITION DESCRIPTION

**Position:** Communications Advisor, Quit Centre (QUIT.150)  
**Reports To:** Communications & Engagement Manager, Quit  
**Classification:** Band E

### CANCER COUNCIL VICTORIA

Every year, more than 39,000 Victorians will be diagnosed with cancer, and nearly 12,000 will die from cancer. The number of cases will increase as our population grows and ages. Survival will also improve as we get better at [early detection](#) and [treatment of cancer](#).

Since our establishment in 1936, [Cancer Council Victoria](#) has developed an international reputation for our innovative work in [cancer research](#), [prevention](#) and [support](#). As an independent, not-for-profit organisation, we play a leading role in reducing the impact of all cancers on all people.

Our people work and volunteer at Cancer Council Victoria to contribute to an organisation that makes a real difference in people's lives and is valued by the community we serve. In return we are proud to foster a culture that supports individuals to reach their full potential, in an environment that reflects our values of **Excellence, Integrity and Compassion**.

### DIVISION SUMMARY

The [Prevention Division](#) aims to prevent cancer for all Victorians. This is done through community interventions, mass media, advocacy, training and providing policy advice based on the best available evidence. This involves action to affect individual behaviours and the broader physical and legislative environment to reduce cancer risk. We prioritise health inequalities, especially in relation to Aboriginal people, and in culturally diverse and socio-economically disadvantaged communities.

This is achieved through the delivery of public health programs relating to tobacco control (Quit), obesity prevention (Food for Health Alliance, LiveLighter®, Rethink Sugary Drink), sun protection (SunSmart, World Health Organisation Collaborative Centre for UV), cancer screening (bowel, breast and cervical), immunisation, (HPV, hepatitis B) alcohol and organisational change ([Achievement Program](#)).

### UNIT SUMMARY

**The Quit program** is a joint initiative of Cancer Council Victoria, the Department of Health and VicHealth. Quit's purpose is to end the devastating impact of tobacco and vapes on Victorian people and communities.

The Quit program has been provided with funding from the Commonwealth Government to create a [National Quit™ Cessation Platform](#) to support people who smoke and/or vape to quit, and the national best practice support service for nicotine and cessation support service, called [Quit Centre](#), to support health professionals to have the latest clinical information, resources and training on smoking and vaping cessation care.

## **POSITION SUMMARY**

The Communications Advisor, Quit Centre, is responsible for the planning, delivery and evaluation of Quit Centre communication and engagement activities, working with the broader team to ensure Quit Centre resources and training are up to date, informed by emerging research and insights from ongoing consultation with health professionals and other cessation experts.

Reporting to the Communications & Engagement Manager, Quit, and working closely with the Quit Centre Manager and Quit Centre Coordinator, this role will identify and implement opportunities to engage and communicate effectively with all stakeholders to achieve the Quit Centre objectives while ensuring communications are targeted, responsive and measurable.

The role will work with program staff and the marketing team to identify effective communication channels and tools such as digital communications, marketing, media relations and social media as well as assisting with managing the communications budgets for these programs.

The Advisor also assists when required with media and communications activities for other programs within the Prevention Division.

## **RESPONSIBILITIES**

### **Communications and Engagement**

- Plan and coordinate implementation of engagement and communications activities for Quit Centre, working with internal and external stakeholders to ensure coordinated planning, delivery and evaluation.
- Manage content on the Quit Centre website, ensuring it is optimised based on insights and kept up to date.
- Manage Quit Centre's social media accounts, including content planning and responding to enquiries to promote Quit Centre's work and maximise its impact.
- Plan and coordinate the Quit Centre Quarterly Newsletter.
- Develop a strong understanding of communication channels with health professionals to ensure media and communications strategies are appropriately implemented.
- Identify engagement opportunities arising from emerging and relevant issues and developments in the external environment.
- Stay current with trends in health and digital health content, using insights and analytics to continually improve content effectiveness.
- Implement unpaid communications campaigns and work with the Marketing team to develop and implement paid campaigns when budget is available.
- Work closely with the wider Communications team to provide communications assistance across projects.

### **Relationship management**

- Develop and maintain productive relationships with internal and external stakeholders and contribute to awareness and understanding of Quit Centre services as part of the wider Quit program.
- Liaise directly with stakeholders who manage communications, such as primary health networks (PHNs), peak bodies and professional societies/associations to create opportunities to extend the reach and impact of the Quit Centre.
- Identify stakeholder engagement opportunities and liaise with relevant internal stakeholders to create content for Quit Centre.
- Work closely with Quit Centre team to ensure all content is informed by the latest research, clinical guidelines and expert advice, reflecting current best practice.

***Such other duties as directed and consistent with an employee's level of skill, competence and training.***

## **KEY SELECTION CRITERIA**

### ***Essential Criteria***

#### **Qualifications, Experience, Knowledge and Skills**

- Relevant tertiary qualification in Communications, Journalism, or a related field and/or substantial experience in a related field.
- Substantial experience in planning and implementing integrated multi-faceted media and communication campaigns including public relations, digital (social media and websites), print and issues management.
- Proven ability to build and maintain relationships as well as negotiate effectively with a wide range of individuals and organisations.
- Strong written and verbal communication skills with the ability to present information, simply and clearly to a range of audiences.
- Ability to interpret research, see opportunities and engage multiple stakeholders to develop compelling and timely content.
- Excellent understanding of website content, development and online marketing as well as active engagement in social media technologies.
- Experience working in a not-for-profit or health-related organisation, with an understanding of the unique needs and challenges of these sectors.
- Excellent organisational and time management skills with the ability to schedule and prioritise tasks, negotiate competing priorities and meet agreed deadlines.

### ***Desirable Criteria***

- Experience and interest in smoking and vaping cessation, cancer prevention, and related public health initiatives.

### **Special Requirements**

- Non-smoker
- Right to work in Australia
- Satisfactory completion of a National Police Check