

POSITION DESCRIPTION

Cancer Council Australia is the leading national non-government cancer control organisation. We develop and promote independent, evidence-based policy and information on cancer prevention, detection, treatment, and care. We support our members, the eight state and territory Cancer Councils, to undertake and fund cancer research, prevent and control cancer and provide information and support for people affected by cancer.

JOB TITLE:	Marketing Coordinator	DIVISION:	Licensing
LOCATION:	Sydney	STATUS:	Full time permanent.
REPORTS TO:	National Marketing Manager Licensing and Retail	HOURS: 35 hours a week	Full time
AWARD:	Clerks Private Award – Level 4	AWARD: Yes	AWARD:
POSITION NO:	CCA-CSDL-05-2024	LAST UPDATED:	June 2026

Organisational context

As Australia's foremost cancer charity, Cancer Council brings the community together, offers support, invests in research, and saves lives. We are dedicated to assisting individuals throughout every stage of the cancer journey, from prevention to end-of-life care.

Cancer Council Australia (CCA) focuses on key strategic priorities, including research, prevention, support, policy, advocacy, and sustainability.

Licensing has been a long-standing and successful Cancer Council program, operating for more than 20 years. Through licensing, Cancer Council extends its prevention mission by making trusted sun protection products accessible to Australians through major retail channels.

Role description

The Marketing Coordinator exists to be Cancer Council's brand guardian within the Licensing program. Every licensee product carries the Cancer Council name without Cancer Council manufacturing or selling it directly, so the program's commercial success and Cancer Council's reputation rise and fall together. This role helps make that work in practice, supporting commercial and marketing results while keeping the brand that makes those results possible consistently protected.

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This role helps keep licensee campaigns, content and retail activations running on time and on brand, and supports the National Licensing Marketing Manager in maintaining the guidelines, permissions and approvals that keep external use of the Cancer Council name and logo consistent and compliant. Working in the Licensing team, with licensees, Cancer Council Retail and the broader Marketing, Campaigns and Communications function, the role gives the program the day to day support it needs to stay commercially active without putting Cancer Council's reputation at risk.

Primary Accountabilities

1. **Marketing campaign and content delivery:** Help plan and deliver brand led licensee marketing campaigns, from agency and creative briefs through to delivery, supporting the integration of key retail promotional opportunities across Cancer Council channels. Develop marketing collateral such as e-newsletters, video content and influencer packs, briefing creatives or agencies as needed, and support the review of proposed influencer plans. Coordinate photoshoots and event activations, including sourcing locations, talent and crew, and producing call sheets and run sheets.
2. **Social media management:** Manage the Shop Cancer Council Instagram channel (5,000 followers) to drive traffic and sales to the Cancer Council Shop. Deliver always-on organic content and community management, support paid social activity during key campaigns such as summer, and manage influencer content to extend reach and drive conversions. Support the ongoing integration of social with the Shopify platform, and look for opportunities to integrate S&T content into the channel.
3. **External environment and performance reporting:** Keep an ongoing watch on retail, licensing and category trends, customer preferences and the competitive landscape, including comparable brand licensing and charity partnership programs, with a formal report to the team each quarter. Pull together results from campaigns and licensee activity into clear, regular reporting, and help develop highlights and case studies that showcase the value and impact of the Licensing program internally.
4. **Program administration:** Provide day to day administrative support to the Licensing team, including coordinating and minuting meetings, processing invoices, managing product orders, handling select customer complaints and updating licensing presentations. Help track key dates and deliverables across licensee agreements, and support the National Licensing Marketing Manager in managing vendor and partner relationships and monitoring spend against the Licensing marketing budget.
5. **Brand guardianship and compliance:** Act as the day-to-day guardian of the Cancer Council brand within Licensing, maintaining licensee adherence to brand guidelines. Maintain the register of permissions granted for use of the Cancer Council brand and logo, triage the Licensing inbox, and keep the asset library of approved photography, video and creative assets current and accessible, flagging any compliance or brand risk concerns to the National Marketing Manager.
6. **Undertake** other duties as reasonably requested, consistent with the level and scope of the role.

Other Accountabilities

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Contribute to the overall Licensing vision by applying previous experience and ongoing market monitoring.

Main Challenges

- Hybrid working and as a member of a small team will require autonomy and independence to work confidently and deliver on tasks as required. Balancing commercial decisions, and stakeholders with public health guidelines.
- External stakeholder conflict resolution engagement.
- Balancing time across marketing execution and brand governance responsibilities, particularly during peak campaign and photoshoot periods.

Key Relationships

This position reports to National Licensing Marketing Manager

This position works closely with:

- Head of Strategic Licensing, Regulation and Commercial Partnerships
- Licensees
- Cancer Council Retail (physical stores and Online platform)
- Digital & Content Team

Selection Criteria

Essential

- Relevant tertiary qualification in marketing, communications, or related field (or strong experience in a similar role) with 2+ years' experience.
- Experience in planning, developing and implementing marketing campaigns.
- Proven experience working closely with third parties in the delivery of marketing campaigns.
- Solid understanding and experience working with social media channels, content creators and influencers.
- Demonstrated experience of stakeholder management and engagement
- Demonstrated experience working in a matrixed environment
- Outstanding written and oral communication skills, including outstanding attention to detail.
- Efficient time and project management skills.
- Experience maintaining accurate records, registers or compliance trackers, with strong attention to governance and process.
- Ability to work autonomously.

Desirable

- Proven experience in social media management with proven ability to grow social media following.
- Enhanced computer, video creation and design skills using Canva or InDesign, MS Word, Excel and PowerPoint.
- Understanding of and commitment to the not-for-profit sector.
- Personal interest in health & wellness.
- Experience with sales, royalty or other commercial performance reporting.
- Familiarity with digital asset management systems or shared content libraries.

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APPROVED BY:	Chief Executive Officer	Date:	June 2026
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