

EMPLOYMENT CONDITIONS					
Role Title	Advocacy and Campaigns Lead	Team	Advocacy	Location	Flexible (Hybrid/Remote)
Employment Type	Full Time / Part Time (minimum 0.8FTE)	Reports To	Head of Policy and Public Affairs	Direct Reports	Nil
ABOUT RARE CANCERS AUSTRALIA					
Rare Cancers Australia (RCA) is a leading advocacy and support organisation dedicated to improving the lives of people affected by rare and less common cancers. Our mission is to provide support, raise awareness, and drive policy and system change to address the unique challenges faced by people diagnosed with rare cancers and their families. Through innovative programs and collaborations, RCA strives to make a meaningful impact for the rare cancer community. We value a caring, enthusiastic and collaborative workplace and aim to ensure team members have the support they need to be at their best.					
Position Purpose					
The Advocacy and Campaign Lead is responsible for leading and delivering Rare Cancers Australia's advocacy, campaigns and community mobilisation activities to drive meaningful system change for people affected by rare and less common cancers. Working across government, industry, healthcare, research and the community sector, the Advocacy and Campaign Lead will lead high-impact advocacy and campaign strategies that drive systemic change for people affected by rare cancers. The role will amplify patient and carer voices, shape policy debates, build influential coalitions and mobilise public support to advance Rare Cancers Australia's strategic priorities and improve access to care, treatment and support. Working closely with the Head of Policy and Public Affairs, CEO and other RCA teams, this new role will play a critical part in ensuring that people living with rare cancers have a stronger voice, better outcomes, and greater recognition within Australia's health system, and that RCA remains a trusted and influential peak body.					
Key Responsibilities					
Advocacy and Policy Impact - Develop and deliver advocacy strategies aligned with Rare Cancers Australia's strategic priorities. - Lead public awareness, policy, and community engagement campaigns. - Translate patient insights, research findings, data and policy into compelling advocacy and communication and engagement materials. - Develop evidence-based narratives that drive policy change and increase public and clinician awareness. - Manage proactive media engagement relating to advocacy and policy issues, including media releases, opinion pieces, case studies and spokesperson preparation. Stakeholder Engagement - Identify, cultivate and maintain strategic stakeholder relationships that strengthen RCA's influence and credibility and deliver policy and system change, including with federal and state government representatives, parliamentarians, patient organisations, healthcare organisations and media. - Work collaboratively with clinicians, researchers, patient groups, industry partners and other not-for-profit organisations to advance shared advocacy objectives and increase patient representation in decision-making. - Coordinate stakeholder engagement activities and develop briefing materials for meetings and events. Patient and Carer Voice - Champion the integration of patient and carer insights across advocacy, engagement and communications activities. - Support mechanisms to gather and elevate patient and carer experiences and insights.					

- Ensure patient and carer advocates are well supported, empowered, and that their experiences are represented ethically, respectfully and authentically.
- Work closely with RCA's patient-facing teams to understand emerging patient needs and experiences.

Organisational Leadership and Reputation

- Strengthen RCA's influence, reputation and thought leadership through strategic engagement and positioning, and represent RCA in external forums as required.
- Monitor external developments that may impact RCA's advocacy objectives, reputation or stakeholder relationships, and actively identify and manage risks and issues related to advocacy and stakeholder activity.
- Support the development of organisational positioning and thought leadership opportunities.
- Provide strategic advocacy advice, briefings, presentations and other materials for senior leaders, including the Head of Policy and Public Affairs, the CEO and Board.

Values and collaboration

- Embody and promote RCA's values and foster a collaborative, patient-centred culture.
- Contribute to strategy development, planning, impact reporting and continuous improvement.
- Foster cross-organisational collaboration to ensure alignment, effective resource use and maximum impact.
- Work closely with the Marketing Manager and Communications Specialist to ensure consistent messaging, brand positioning and organisational voice across all communications.

Key Performance Indicators

- Patient and carer insights are the foundation of all advocacy, communications and campaign activities, ensuring our work is driven by lived experience and focused on the issues that matter most to people affected by rare cancers.
- Advocacy and campaigns raise awareness, amplify patient voices, influence public policy, and create lasting change that improves access, care and outcomes for people affected by rare and less common cancers, in line with agreed organisational strategy.
- Strategic and influential stakeholder relationships are developed, maintained and strengthened.
- RCA maintains a strong reputation as a trusted, credible and authoritative voice for people affected by rare and less common cancers
- All work is delivered collaboratively, drawing on the expertise across RCA and our patient community, and ensuring most effective use of organisational resources.

Skills & Qualifications
Essential Qualifications and Experience:

- A strong commitment to improving outcomes for people with rare and less common cancers and working with them to bring about change.
- Demonstrated experience in advocacy, campaigns, stakeholder engagement, government relations, corporate affairs or a related field.
- Tertiary qualifications in public policy, public affairs, journalism, communications, health, political science or a related discipline, or equivalent experience.
- Exceptional written communication skills, with experience of turning research and policy positions into compelling advocacy messages and campaigns. .
- Highly developed interpersonal and relationship management skills.
- Demonstrated ability to influence and engage diverse stakeholders.
- Strong project management, organisational and prioritisation skills.
- Ability to work independently while managing multiple competing priorities.

Desirable Skills and Experience:

- Experience in the healthcare, cancer, patient advocacy or not-for-profit sector.

- Knowledge of the Australian health policy and medicines access environment.
- Experience engaging with patients and carers.
- Experience managing media relations.
- Experience supervising staff, consultants or external agencies.

Personal Attributes

- Passion for improving outcomes for people affected by rare and less common cancers.
- Strong commitment to patient-centred advocacy and impact.
- Strategic thinker with strong analytical capability and a 'can-do' approach.
- Collaborative and relationship-focused.
- Politically aware with sound judgement and discretion.
- Resilient, adaptable and solutions-focused.
- High levels of professionalism, integrity and accountability.
- Excellent communication and influencing skills.