Digital Communications Manager

- This role has true variety, challenge and purpose
- Satisfying mix of strategic and hands-on work
- We offer generous salary packaging
- Maximum-term contract to 30 June 2024

The Victorian Comprehensive Cancer Centre (VCCC) alliance is changing the way we tackle cancer in Victoria. Supported by new funding from the Victorian Government, over the next 3.5 years the alliance will continue its groundbreaking work developing and implementing innovative, system-changing programs aimed to improve outcomes for patients with cancer.

The Digital Communications Manager will play a key role in this, bringing creativity, passion and outstanding communications skills to engage existing and new audiences, support programs and help develop the VCCC’s profile and reputation. This is a full-time opportunity through to mid-2024.

As a key member of VCCC’s Collective Impact team, this role will provide you with variety and challenge in equal measure. You will further develop and manage VCCC’s digital channels including social media and the VCCC website, continuously evaluating to evolve and improve its impact and effectiveness. You will work closely with a small, cohesive team of supportive colleagues as a professional communications allrounder, supporting the implementation of the brand strategy, supporting strategic program work, promoting events and opportunities, sharing news and developing stories to enhance awareness and understanding of the work and aims of the VCCC.

Key Responsibilities:

- Work in support of the Head of Communications and Community and in collaboration with communications colleagues to develop the next phase of the VCCC communications strategy
  - Develop & manage digital communications strategies aligned with the communications strategy
- Manage the execution of comprehensive digital programs, website strategy and social media:
  - Develop multi-channel social media campaigns, tailored to reach target audiences and drive traffic
  - Maintain a responsive and active social media calendar to support a wide range of VCCC activities and messages
  - Create graphic/video digital assets to support social media activity
- Apply, assess and report on web metrics and digital analytics to evaluate and optimise the impact of communications activity
- Manage digital agency relationships, including budgets and schedules
- Identify opportunities and develop engaging and accurate digital content
- Optimise integration of the CRM with other digital tools and platforms to create efficiency, a positive user experience and increase uptake of VCCC activities
- Provide strategic communications advice and support to VCCC program teams, including development and delivery of tailored communications plans for specific projects.

About You:

With natural positivity and a sense of humour, you will love working collaboratively to get the best results. You will be a flexible team player who thinks innovatively and delivers pragmatically. You will have significant digital marketing and/or communications management experience, with well-developed networks, skills and experience in public and media relations. You will also have a depth of experience working with digital technologies and social media with a track record of successfully promoting programs and brand. You will have:
Outstanding written communication skills, with ability to adapt to different channels and audiences
• Absolute attention to detail with excellent skills in writing, proof reading, editing and online content curation - science or medical writing skills and health sector experience an advantage
• Proven ability to think strategically and translate strategy and complex concepts into digestible content
• Organised problem-solver, with excellent prioritisation skills
• Significant senior experience in health or corporate communications
• Proven track record building engagement and awareness via web and social media initiatives
• Experience using Meltwater or similar media monitoring platform
• Track record of effective website management and user experience optimisation
• Creative, with experience developing a wide range of communication tools and materials
• Tertiary level degree in communications or public relations or related field

About the VCCC:
The vision for the Victorian Comprehensive Cancer Centre (VCCC) is to save lives through the integration of consumer-engaged cancer research, education and patient care.

Founded in the holistic principles of the internationally-recognised Comprehensive Cancer Centre model, the VCCC alliance brings together 10 of Victoria’s leading research, academic, and clinical institutions to achieve what can only be done through state-wide collaboration. Together we will improve outcomes in cancer in metropolitan, regional and rural Victoria, and forge new approaches to cancer research, education, and patient care for all.

The VCCC’s multi-site, multi-disciplinary model brings together the complementary strengths of Peter MacCallum Cancer Centre, Melbourne Health (including The Royal Melbourne Hospital), the University of Melbourne, Walter and Eliza Hall Institute of Medical Research, The Royal Women’s Hospital, The Royal Children’s Hospital, Western Health, St Vincent’s Hospital Melbourne (including St Vincent’s Institute), Austin Health (including the Olivia Newton-John Cancer Research Institute and Austin Lifesciences) and Murdoch Children’s Research Institute.

VCCC is made up of a tight-knit team of staff who form the backbone working to facilitate the power of collective impact across the VCCC alliance and beyond.

Team Values

Better Together we connect and support to empower sustainable change

Integrity we are respectful of the cancer community and accountable for our contribution

Bold we cultivate ideas and dare to innovate

Patient-Centred we place patients with cancer at the centre of all we do

For All we champion equity of cancer care for every Victorian

Equity & Inclusion

The Victorian Comprehensive Cancer Centre values diversity and is an equal opportunity employer. We are committed to providing an inclusive work environment, free from all forms of unlawful discrimination, harassment, bullying, vilification and victimisation.

Contact for Enquiries:

For a confidential conversation regarding the role, please contact Avalee Weir, Head of Communications on 0416 130 033
**Secondment:** With the ongoing objective of enhancing relationships with our alliance partners, this position may be able to be arranged as a secondment within a VCCC partner organisation. Employees within the VCCC alliance are encouraged to contact Christine Morton, Head of People & Culture on 0411 955 215 to discuss the possibility of a suitable arrangement.

**TO APPLY:**

For a copy of the position description and more information about VCCC, please go to our website: [www.vicompcancerctr.org/opportunities/](http://www.vicompcancerctr.org/opportunities/)

Applications should consist of your CV and a covering letter outlining the key reasons for your interest in the role specifically addressing the key selection criteria in the position description on the VCCC website.

Please lodge your application via Seek, no later than COB **30th Jan 2021**. NB: The closing date may be brought forward if applications meeting the key selection criteria are received in advance of this date.