Communications Manager

[Ref. 17312 – Apply here]

The Communications Manager will help transform the future for people with cancer by supporting our fundraising to help Peter Mac's 500+ cancer researchers undertake their life-saving work.

The key components of the role are: Management of the Foundation's communications activities and coordinating those with the communications activities of the Peter MacCallum Cancer Centre (PMCC);

- Oversight of communications across all fundraising channels in conjunction with fundraising program managers
- Facilitation of Foundation-wide digital activities- planning, implementation, evaluation and knowledge sharing in conjunction with fundraising program managers
- Contribution to the production of excellent fundraising and communications materials including direct mail appeals, digital communications, speeches, video content and print collateral
- Integration of communications with Peter MacCallum Cancer Centre style and key messaging
- Management of brand application

This is a diverse role with exposure to all Peter Mac's fundraising programs. Your days will range from writing web copy, emails and speeches through to taking inbound enquiries from mass participation fundraisers or managing external designers to deliver inspiring fundraising materials. This is a fast-paced role that requires the ability to juggle competing deadlines and collaborate closely with others while delivering professional results. You will see tangible outcomes of your success as you assist the whole Foundation team to maximise the net returns available for investment in cancer research.

The ideal candidate will meet the following criteria at a minimum:

- Extensive experience in managing communications across a range of media, preferably in a not-for-profit and fundraising environment
- Broad understanding of fundraising approaches and strategies
- Demonstrated project management skills, attention to detail and the ability to juggle competing deadlines
- Sound knowledge of web-site, SEO, SEM and digital communications and strategy in a fundraising setting
- Experience in implementing Facebook and other Social Media campaigns and monitoring and responding to social media commentary
- Outstanding interpersonal and communications skills
- Demonstrated negotiation skills and success in working collaboratively
- Excellent writing, editing, proof reading and presentation
- Computer literacy, including Word, Excel, PowerPoint and Outlook

Applications close 6 November 2019 and must address the key selection criteria, to be submitted via the Peter Mac careers website (go to https://petermac.mercury.com.au/Default.aspx and search by reference number 17312)