



**SENIOR PUBLIC RELATIONS
ADVISER**

JOB & PERSON SPECIFICATION

FEBRUARY 2010



Vision

To beat cancer in South Australia

Statement of purpose

Through advocacy, research, education and support, we will minimise the impact of all cancers for all South Australians.

Position description and person specification

Position title:	Senior Public Relations Adviser (Corporate and Cross Organisational)
Position number:	A046
Unit:	Business Development
Department:	Corporate Communications
Location:	202 Greenhill Road, Eastwood
Manager:	Manager, Brand and Corporate Communications
Employment:	Full time

About Cancer Council SA

- has worked resolutely since 1928 to defeat cancer in this State;
- is the State's leading independent, cancer-related non-government organisation, dedicated to reducing the impact of cancer for all South Australians;
- invests in four main strategic objectives Research, Cancer Prevention, Cancer Support, and Building Capacity (organisational);
- is uniquely positioned as a resource for action and a voice for change in the fight against cancer;
- is committed to The National Principles of Volunteer Involvement and Management;
- maintains a non-smoking workplace and provides assistance with quitting;
- requires employees and volunteers to promote cancer-preventing healthy lifestyle practices and behaviours, as outlined in organisational policies.



- Protect and enhance CCSA's brand and reputation by implementing and executing effective media management strategies through :-
 - initiating and maximising all publicity opportunities, ensuring all appropriate opportunities are utilised;
 - preparing and distributing timely, accurate and relevant media releases;
 - ensuring all key spokespeople are media trained and maximising media effectiveness by briefing and preparing staff to ensure the best possible media outcome;
 - preparing and providing media activity reports and regular feedback to Manager, Brand and Corporate Communication on all media related activity.
- Oversee and protect the quality of all corporate writing, publications and relevant website content ensuring the messages are relevant, effective and in line with CCSA's objectives and vision;
- Work collaboratively with the fundraising team to develop and implement promotional and advertising plans to engage the community to support events and campaigns.

Protect your own health and safety and that of others by:

- Following reasonable instructions and training and complying with organisational policy and safety systems;
- Identifying and reporting workplace hazards and incidents to their supervisor.

Special conditions

- On-call 24 hours, for media contact on a roster basis;
- Interstate, intra-state travel and out of hours work is required;
- Regular work outside of regular business hours to achieve the objectives of the role;
- Required to attend functions and events as appropriate.

Person specification (knowledge, skills and experience)

- Tertiary qualifications in Communications/Journalism or Public Relations or an extensive and broad range of commensurate experience;
- Significant experience in public relations and media management and a thorough understanding of media and public relations practices;
- Ability to build and foster effective relationships at all levels, including CEOs, Executives and Board members;
- Exceptional corporate written and interpersonal communication skills, commensurate with a key communications role;
- Demonstrated ability to advise and assist in the development of public relations campaigns and publications;
- Demonstrated ability to manage projects, work to deadlines and to budget;
- Ability to achieve goals within timeframes and resource constraints;
- Demonstrated experience with budgets and maintaining financial control for a cost centre;
- Proven experience and knowledge in Issues Management strategies;



- Understanding of the health sector and ability to interpret health publications (desirable);
- Experience within a not-for-profit environment (desirable);



HOW TO APPLY

Applications in Word format only should be forwarded to David Dunnicliff by e-mail to 12498@hender.com.au

Telephone enquiries are welcome and may be directed to David on (08) 8100 8814 or Julie Fleet on (08) 8100 8806.

Please Note

Your application will be automatically acknowledged by a return e-mail.