

# Breast Cancer Care WA

## Job Description

### Marketing and Communications Consultant



#### Job Title

Marketing and Communications Consultant

#### Position

Six month contract

#### Location

Breast Cancer Care WA  
80 Railway Street,  
Cottesloe WA 6011

#### Advertised Date

October 1, 2021

For more information go to  
[www.breastcancer.org.au](http://www.breastcancer.org.au)



## About this special role

The role of the Marketing and Communications Consultant is to plan and implement all marketing, brand and communications activities for the organisation. This is an exciting opportunity for an energetic and resourceful marketer with broad experience, a solid competence with digital language and an innovative mind, who is excited to use his or her skills and experience to help Breast Cancer Care WA build the profile of the organisation and maximise fundraising to support West Australians affected by breast cancer.

This role will act as an 'internal consultant' to the Executive Team, and will work with the Fundraising and Services Teams. Currently a contract position (6 months) with the potential to become a permanent role, we are seeking a strategic thinker who also loves implementing their plans and seeing their work come to life.

Specifically this role will:

- Manage all current marketing, brand and communications activity;
- Develop a comprehensive marketing and communications plan in consultation with the Leadership Team; and
- Implement the plan and run the day-to-day marketing and communications activities of the organisation including event and campaign marketing, social media, SEO and SEM, digital fundraising strategy, advertising, website, EDM schedule, content creation and supplier agency liaison.



## JOB DESCRIPTION

Marketing and Communications Consultant

<cont'd from page 1>



breast cancer  
care wa

## Planning and Strategy

Tasks	Key Performance Indicator
<ul style="list-style-type: none"><li>→ Develop 2022 marketing and communications operational plan in consultation with stakeholders.</li><li>→ Manage the briefing and approval process.</li><li>→ Develop and implement comprehensive marketing and promotion plans for events and campaigns.</li></ul>	<ul style="list-style-type: none"><li>→ 2022 plan in place and approved according to timelines.</li><li>→ Well-coordinated job log of requests, prioritised and progress communicated to stakeholders.</li><li>→ Each major event or campaign has a dedicated, concise marketing and promotion plan and is implemented according to agreed timelines.</li></ul>

## Communications Coordination

Tasks	Key Performance Indicator
<ul style="list-style-type: none"><li>→ Coordinate the communications schedule across all functional areas in consultation with stakeholders.</li><li>→ Develop organisational and event/campaign/program specific 'key messages' for use by all stakeholders.</li><li>→ Planning and execution of all communications in consultation with relevant stakeholders, including eDMs, mailouts, invitations etc.</li></ul>	<ul style="list-style-type: none"><li>→ Annual communications schedule implemented with agreed briefing and approval processes adhered to.</li><li>→ Key messages developed, communicated to and in use by all stakeholders.</li><li>→ Communications are approved and delivered according to agreed timelines, on brand and with engagement measures in place.</li></ul>

## Social Media, Website and Online Platforms

Tasks	Key Performance Indicator
<ul style="list-style-type: none"><li>→ Coordinate and implement paid social media activity calendar including content schedule and approvals across all channels.</li><li>→ Drive growth and increase impact of social channels including acquisition and engagement strategies.</li><li>→ Coordinate the management of the organisation's websites including updates, content strategy and SEO.</li><li>→ Understand and analyse strengths and weaknesses in digital campaigns, including daily management of SEO, SEM, internal and external social media advertising campaigns.</li><li>→ Test, analyse and project data patterns in social media campaigns through an understanding of the nuances of campaign objectives.</li></ul>	<ul style="list-style-type: none"><li>→ Social media activity calendar developed, content schedule approved and implemented.</li><li>→ Social media engagement increased. Acquisition strategy developed in consultation with Individual Giving coordinator.</li><li>→ Website is maintained according to agreed standards with regular updates, annual information audit and positive engagement measures.</li><li>→ Digital campaigns support fundraising successfully through demonstrated online split testing, and optimisation through those results.</li><li>→ Be able to choose the best digital strategy for online campaigns based on the learnings of previous performances.</li></ul>

## Advertising

Tasks	Key Performance Indicator
<ul style="list-style-type: none"><li>→ Working with agency to develop and implement effective advertising campaigns to achieve set objectives.</li></ul>	<ul style="list-style-type: none"><li>→ Successful campaigns that raise awareness in the WA community.</li></ul>

## JOB DESCRIPTION

Marketing and Communications Consultant

<cont'd from page 2>



breast cancer  
care wa

## Content Creation

Tasks	Key Performance Indicator
<ul style="list-style-type: none"><li>→ Develop engaging, creative, innovative and on-brand content that supports functional objectives.</li><li>→ Develop creative content solutions to meet both internal and external stakeholder needs.</li><li>→ Work with stakeholders to support fundraising activities including events, campaigns, partnerships and individual giving.</li></ul>	<ul style="list-style-type: none"><li>→ Content is fresh, relevant and engaging and meets objectives.</li><li>→ Creative solutions implemented to develop content that meets the needs of all stakeholders.</li><li>→ Fundraising activities are supported with relevant marketing and communications activity.</li></ul>

## Copywriting and Editing

Tasks	Key Performance Indicator
<ul style="list-style-type: none"><li>→ Develop a culture of storytelling and story capture to promote and build our brand and awareness.</li><li>→ Liaise with clients and volunteers to capture and share our impact through their stories.</li></ul>	<ul style="list-style-type: none"><li>→ Compelling and engaging stories are used to promote Breast Cancer Care WA, our work and our need for support.</li><li>→ A positive experience for all clients and volunteers when sharing their stories, appropriate consent is in place.</li></ul>

## Brand Management

Tasks	Key Performance Indicator
<ul style="list-style-type: none"><li>→ Coordinate design or copy briefs as required and liaise with relevant agencies to execute.</li><li>→ Champion and communicate the brand principals of the organisation to ensure consistent usage at all times.</li></ul>	<ul style="list-style-type: none"><li>→ Copy and artwork produced according to timelines and with appropriate approvals.</li><li>→ Consistent, correct application of brand rules at all times.</li></ul>

## Public Relations and Media

Tasks	Key Performance Indicator
<ul style="list-style-type: none"><li>→ Agency and media liaison to plan and implement activity.</li><li>→ Coordinate media relationship development.</li></ul>	<ul style="list-style-type: none"><li>→ PR driven through agency relationships at relevant times of year.</li><li>→ Strong media relationships for the organisation in WA.</li></ul>

## Other

Tasks	Key Performance Indicator
<ul style="list-style-type: none"><li>→ Privacy compliance</li><li>→ Other reasonable duties as requested by the CEO</li></ul>	<ul style="list-style-type: none"><li>→ Relevant legislation and standards adhered to in all communications and operations.</li></ul>