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| **Position Title:** | **Program Communications Manager** | | | |
| **Reports To:** | Direct | Head of Communication and Community | | |
| Indirect |  | | |
| **Direct Reports:** | N/A | | | |
| **Position Type:** | Full time, maximum term | | **Location:** | 305 Grattan Street, Melbourne  (and working from home as agreed or as required during the COVID-19 pandemic) |
| **Key Relationships:** | Internal | * Collective Impact team, particularly the communications group * Portfolio Heads, Program Managers, Managers * VCCC Alliance portfolio Heads and Executive Director * Research and Education Leads and Program Steering Group Chairs and Co-Chairs * Cancer Consumer Advisory Committee and consumers as required * Corporate Services team and Executive Assistant to the Executive Director | | |
| Member Stakeholders | * Research and Education Leads and Program Steering Group Chairs and Co-Chairs * Cancer Consumer Advisory Committee and consumers as required * VCCC Alliance Advisory Committee representatives as required | | |
| External | * Key stakeholders such as Monash Partners Comprehensive Cancer Consortium, Cancer Council Victoria, Department of Health, Integrated Cancer Services, Primary Care stakeholders and various sector organisations * Service providers such as designers, printers, venue managers * Outsourced facilities staff, such as AV technical support, video editors and similar | | |

**POSITION PURPOSE**

The Program Communications Manager has three main areas of responsibility within the Communications function of the VCCC Alliance:

1. to support and amplify the work of our research, clinical trials and education portfolios, including Research and Education Leads;
2. to support connection and community among the VCCC Alliance backbone staff, as well as our member organisations; and
3. production of strategic documents in collaboration with the Head of Communications and Community.

As the main communications resource for VCCC Alliance programs, the Program Communications Manager works closely with program managers and portfolio heads to identify and deliver communications plans to enhance the impact of programs, help achieve goals and ensure the work is shared effectively with stakeholders and audiences. This requires excellent relationship management abilities as well as strategic communications skills.

The Program Communications Manager also works closely with the Head of Communications to produce strategic documents such as the Annual Report, reports to the Department of Health, business cases and strategic plans.

As a member of a small, efficient team, the Program Communications Manager also has oversight of internal staff team communications to ensure clear communication within the organisation. This requires working closely with the Communications Coordinator, Office Manager, People and Culture team and others, to manage the intranet (Sharepoint) and support communications to meet the needs of the staff team.

Reporting to the Head of Communications and Community, the Program Communications Manager is accountable for delivering stand-alone projects, builds strong relationships with member/sector communications contacts and works in close collaboration with other team members to ensure consistency and connectedness across platforms and audiences. The Program Communications Manager contributes to delivering the VCCC Alliance Strategic Communications Plan and assists with other general communications requirements to promote and raise awareness of VCCC Alliance activities as needed.

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**ORGANISATIONAL CONTEXT**

**Vision**

The vision for the VCCC Alliance 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.

**Operating Environment**

The VCCC Alliance’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.

The VCCC Alliance has a 3.5-year agreement to June 2024 with the Department of Health to develop and implement new and innovative cancer research and treatment programs under an agreed Strategic Program Plan.

**Our Team**

We are a tight-knit team of staff who form the backbone of the VCCC Alliance, working to facilitate the power of collective impact across the alliance and beyond.

Collective impact underpins ‘how’ we work and how we enable not only the work of the alliance, but how we positively influence the culture of our shared working experience with member organisations. Collective impact starts by defining a shared problem and working together with our members, consumers and partners to codesign a shared vision to solve it.  We agree on actions and how to regularly measure progress, to not only communicate headway but to also allow for continuous learning and improvement.

Our team fosters and coordinates the expertise of the alliance and other partners to encourage and enable collective effort to achieve more than any single entity can achieve on its own.  At the VCCC Alliance, our team, along with our distributed leaders, are the backbone. We are dedicated to facilitating the expertise of the alliance in the ambitious task of implementing sustainable systemic change to continuously improve equitable care and outcomes for cancer patients.

**Team Purpose**

Be known for enabling the best research-led cancer care for all

**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*

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**Program communications**

* Provide strategic communications advice and support to enhance the impact of the VCCC Alliance Research, Clinical Trial and Education program portfolios, including Research and Education Leads.
* Consultation, development and delivery of tailored communications plans for specific projects and identifying opportunities for communications to amplify the impact of the program work.

**Internal/staff communications**

* Work with Head of Communications and the People & Culture team to plan and review internal communications needs
* Overall responsibility for the organisational internal communications program, working closely with P&C, the office manager and the communications coordinator to ensure effective and engaging internal communications to the staff team.

**Sector and community communications**

* Ensure regular contact with alliance member communications teams to leverage support for joint activities and to foster good working relationships
* Contribute to expansion and development of contacts across the sector including primary care, Integrated Cancer Services, Cancer Council Victoria, Monash Partners Comprehensive cancer Consortium and other local and national sector organisations
* Contribute communications expertise to reporting projects including board reports and reports to the Department of Health.
* Monitor and assist with brand recognition and management
* Work with Head of Communications to conceptualise and plan the Annual Report and other key strategic documents, including management of production, content and design

**Website and Social Media**

* Liaise with the Digital Marketing and Communications Manager to ensure consistent, cross platform messaging
* Write and curate website content as required
* Work with Digital Marketing and Communications Manager to optimise social media leverage of publications, articles and other content

**General**

* Contribute to internal meetings, sharing updates and opportunities
* Shares information and knowledge and work collaboratively and collegiately with all colleagues, stakeholders and committees
* Works in accordance with VCCC Alliance policies and procedures, following reasonable directions
* Work in a safe and respectful manner and call out inappropriate conduct
* Participate in the VCCC Alliance Performance Planning and Development Review processes proactively and constructively
* Assist with or take on other relevant duties to support colleagues and initiatives as reasonably required.

**Special Requirements**

* VCCC Alliance and the hospital building we work within is a smoke-free environment. All employees are expected to respect this policy to the fullest degree and with a very mindful approach
* Proof of COVID-19 triple vaccination, unless exempt
* Maintain a valid Right to Work in Australia
* Satisfactory completion of National Police Check. In some cases, a Qualifications Check may be required and will be advised prior to appointment

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**KEY SELECTION CRITERIA:**

**Experience**

* At least several years’ experience in corporate communications, ideally a mix of both external and internal communications in a large, and/or complex organisation
* Previous work in health/medical sector is an advantage
* Event management and/or project management experience beneficial
* Creative, with experience utilising a wide range of communication tools and materials to appeal to varied audiences
* Experience effectively managing the requirements of multiple stakeholders
* Experience using hybid communication technology such as Zoom, Teams, Slack, Yammer and familiarity with using meeting AV equipment an advantage

**Expertise**

* Outstanding and versatile written communication skills
* Exceptional interpersonal skills and ability to build rapport with others
* Competency in digital desktop publishing
* Competency in the production of electronic direct mail (eg. MailChimp)
* Ability to manage and utilise database content (CRM)
* A working understanding of the Privacy Act
* Excellent skills in proof reading, editing and layout
* Proven ability to translate complex concepts into digestible content
* Excellent organisational skills with the ability to prioritise work and meet deadlines
* Proficiency in Microsoft Office suite including PowerPoint and Sharepoint
* CMS ability (we use Silverstripe)

**Desirable**

* Science or medical writing skills an advantage

**Qualifications**

* Degree in communications or public relations or related field

**The Person**

* An autonomous contributor who focuses on the achievement of quality results
* A team player who shares knowledge and naturally supports others
* Works collaboratively with others to build strong working relationships
* A willing learner who thrives on variety
* Attentive to details and takes pride in work
* An adaptable individual who is resilient and positive when faced with a complex and changeable environment
* Calm in dealing with time demands, incomplete information or unexpected events

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**Equity and Inclusion:**

The VCCC Alliance is an equal opportunity employer and is committed to providing a workplace free from all forms of unlawful discrimination, harassment, bullying, vilification and victimisation.

The VCCC Alliance makes decisions on employment, engagement, promotion and reward on the basis of merit. We are committed to all aspects of equal opportunity, diversity and inclusion in the workplace and to providing all staff, contractors, appointees, secondees, consumers, volunteers and partners with a safe, respectful and rewarding environment. This commitment is set out in more detail in the VCCC Alliance Equal Opportunity Policy and Bullying Prevention Policy.

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**Term:**The tenure of this role is linked to VCCC Alliance Strategic Plan. Potential opportunities for appointment beyond Mid-2024 will be dependent on renewed funding and operational requirements