

Position Description

PR & Communications Specialist

POSITION PURPOSE

The PR & Communications Specialist is responsible for generating national awareness for ovarian cancer, Australia's most lethal female cancer, through media pitching for key campaigns as well as through advocacy events such as the annual Parliamentary Breakfast and World Ovarian Cancer Day. It is an exciting and diverse role that suits a highly skilled communications professional who is passionate about making a real difference in people's lives. The role involves writing across various channels and audiences (eg. media, government and donors) and works closely with the Chief, Philanthropy and Engagement to deliver on awareness campaigns and fundraising targets.

Location: Queen Victoria Women's Centre, 210 Lonsdale St, Melbourne
(with hybrid working option under OCA's policy)
Position Reports to: Chief, Philanthropy and Engagement
Number of direct reports: Nil
Position Type: Part time 0.6FTE (22.8 hours per week)
Fixed Term Contract: 2-year fixed term contract

ORGANISATION

Ovarian Cancer Australia (OCA) is the national leader in advocacy providing vital support services for the 1,800 women diagnosed with ovarian cancer and their families each year. The OCA team is comprised of an expert and passionate team of nurses, psychologists, counsellors, advocates and a fundraising and marketing team all supported by business services professionals. Together, they deliver free and holistic, expert, evidence-based, specialist support services to women across Australia, and advocate for increased research funding, health systems reform and timely access to better treatment options for women living with ovarian cancer.

Our values:

We listen; We are inclusive; We are courageous; We act with integrity.

Our Culture:

We foster a strong sense of purpose and community by welcoming and supporting staff committed to achieving our vision. We value the diversity of our inclusive workplace and ensure we are a place where everyone feels respected and accepted. Ideas, feedback and contributions are encouraged, and we maintain a culture of trust, openness and optimism in all that we do.

For more information about Ovarian Cancer Australia please visit

www.ovariancancer.net.au.

POSITION IMPACT

The PR and Communications Specialist plays a vital role within the broader fundraising and marketing team, directly contributing to OCA's vision and mission.

This position is responsible for developing compelling, purpose-driven communications that effectively engage audiences, amplify key messages and support the organisation's goals. The role involves delivering high-impact copywriting, impactful storytelling, and strategic public relations management, ensuring consistent brand messaging and driving awareness across various channels.

The PR and Communications Specialist is dedicated to building and nurturing positive relationships with media, stakeholders, and the public, while supporting initiatives that enhance the organisation's visibility and reputation.

KEY RESPONSIBILITIES

Deliver integrated campaigns

- Write well-articulated and precise press releases and pitch them to media.
- Own OCA's media relations through strong media relationships across a range of channels including online (and influencers), broadcast, print and radio.
- Together with the Chief, Philanthropy and Engagement, develop the marketing and communications strategy for OCA campaigns, including Ovarian Cancer Awareness Month, Workout 4 Women and other brand partnership events and activities.
- Evaluate campaigns and provide feedback so that OCA can continue to grow and evolve.
- Work closely with the advocacy team to provide copywriting support and communications planning.
- Increase awareness of, and engagement with, the support services OCA provides.
- Speech writing for key speakers (eg. CEO) for OCA events.

Content creation and storytelling

- Draft impactful and engaging content for PR, marketing, and communications, independently producing strong first drafts for proposals, annual report, press releases, articles, and campaigns.
- Clearly communicate brand messages across a variety of mediums, ensuring consistency, creativity, and impact.

Stakeholder relationships

- Provide communications advice and input across all OCA departments.
- Develop and maintain relationships with key media contacts to raise Ovarian Cancer Australia's profile and promote the business strategy, people, programs and activity.
- Develop new, and strengthen existing, relationships with relevant partner organisations to ensure open lines of communication and proactive responses to issues and opportunities.

Lead OCA's Corporate Identity & Government Awareness Programs

- Assist with internal communications.
- Lead the PR and communications requirements for the annual Parliamentary Breakfast event.
- Together with the CEO and executive team, develop and deliver any corporate documents as required (e.g. Annual Report etc).
- Other duties as directed.

EXPERIENCE, SKILLS AND QUALIFICATIONS

- Tertiary qualifications (Bachelor or Masters degree) in Journalism, Communications or Marketing related discipline preferred.
- Strong storytelling ability to craft compelling narratives tailored for different audiences and media.
- 5+ years' experience delivering outstanding results in PR & marketing communication roles.
- Adept in crisis communications and ability to plan and build proactive communications solutions ahead of needing them.
- Strong organisational and time management skills.
- Strong stakeholder relationships and comfortable having courageous conversations and managing complex stakeholder relationships.

Attributes

- Commitment to the mission and values of Ovarian Cancer Australia.
- Positive and collaborative, with a 'can do' approach.
- Inclusive and supportive.
- Resilient and actively conscious of self-care given the nature of OCA's purpose and the potential interactions with those affected by ovarian cancer.

Mandatory Requirement

- Permanent residence with uninterrupted working rights in Australia essential.