

Marketing Team

# Director of Marketing

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## Position description

**REPORT TO:** President

**TIME COMMITMENT:** average 2-4 hours/week

**LENGTH OF TERM:** 1 year (May 2020 - May 2021)

## Key roles and responsibilities include

- Developing and implementing marketing strategies across multiple Australian states
- Collaborating with the ACHSC's Content Development Team to review and update current Masterclass learning resources
- Managing the ACHSC's online presence across multiple platforms
- Leading the ACHSC Marketing Team to achieve goals and meet deadlines
- Communicating and negotiating promotional opportunities with external partners

## What you will get out of it

- Create and implement marketing strategies in a practical setting
- Interdisciplinary and inter-team collaboration across the ACHSC
- Grow your professional and personal network within the University of Melbourne & other relevant cancer, public health, and academic bodies

## Key characteristics

- Previous marketing experience or academic background (preferred)
- Entrepreneurial mindset with the ability to recognise and act upon original marketing and growth opportunities
- Effective organisation and leadership skills
- Strong written, verbal, and visual communication skills
- Genuine interest in not-for-profits and social entrepreneurship
- Willingness to learn

*The ACHSC hopes to nurture a generation of cancer-literate individuals armed with the knowledge to make a substantial contribution towards realising a world free of cancer.*

Apply at <https://forms.gle/SniDgCMhyCbMctki8>