



Digital Communications Lead: Patient-partnered Cancer Research Development

Part-time 2 to 2.5 days per week (15.2 – 19 hours per week), 6-month maximum term contract.

- Join us at the exciting beginning of this just approved patient-partnered cancer research development project, scoping and developing the project plan
- Be supported by the expertise and wide network of connections of the Victorian Comprehensive Cancer Centre
- Flexible options available: work directly for VCCC or on secondment, dependent on approval from your current organisation. Working from home options also available.

The Victorian Comprehensive Cancer Centre (VCCC) has just secured the opportunity to develop a patient-partnered cancer research project across Australia and New Zealand (ANZ). The longer-term aim of the project will be to bring together existing clinical data and tumour specimens, collecting patient-reported data and additional biospecimens, and generating genomic data from both adult and paediatric research participants across the ANZ. Data would be de-identified, pooled internationally, and made freely available to the international cancer research community for discovery research.

Having secured initial funding, we are now at the first 6-month stage of scoping, planning and producing a project proposal describing how the patient-partnered research project would be conducted across ANZ and the resources required to implement the project. The project will be strongly aligned with an existing international patient-partnered cancer research project model, which will provide a framework as the project is adapted to suit the ANZ environment. When complete, this proposal will provide the approval gateway for potential further funding to move to the implementation phase and the further career opportunities this may represent.

This is your opportunity to join us from the ground up. We are recruiting four new, talented and innovative Leads to form the foundational team with individual expertise in Health Data, Digital Communications, Genomics and Consumer Partnerships. Lead by the VCCC's Associate Head Research, *who will oversee the timely and integrated development of the overall proposal.*

About the Role:

As the Digital Communications Lead, you will be responsible for developing the project branding, website and communication strategy aspects of the proposal, including use of social media for patient and community engagement and outreach.

As a member of the newly formed Patient-Partnered Research Development Team, you will work closely with the team to ensure a close-knit and integrated project management approach to the development of the proposal, providing expert communications advice and support throughout in liaison with and the support of the VCCC communications team when needed.

You will also work with an international study team to support the team in mapping, applying and adapting international study processes and solutions as relevant to the project's digital communication

needs for the ANZ region. Your responsibilities will include creating a detailed map of international study processes related to:

- Study branding/logo development
- Website design and development/engineering
- Ongoing website maintenance best practice
- Web-based secure collection of patient information, including patient consent and patient experience data
- Communication strategy for community and sector engagement and outreach, including use of social media platforms, consumer voice and cultural sensitivities
- Digital analytics for continuous improvement and reporting

Your responsibilities will culminate in writing up of relevant areas of the proposal to address the purpose and audience in a concise and compelling way and the development of relevant sections of a Human Research Ethics Committee (HREC) application, including participant information and consent forms, following acceptance of the proposal by the Funder.

About You:

As a motivated and creative individual, you will have highly proficient written and verbal communication skills, with experience working in a science, health or research communication environment.

You will enjoy working collaboratively to achieve project objectives and will be comfortable in and experienced at engaging with multidisciplinary stakeholders. You will pride yourself on your ability to write well and communicate clearly, with the ability to build connections and synthesise complex information into digestible and compelling content. You will have:

- An excellent level of digital literacy with experience in overseeing website planning and development, including user experience optimisation
- Comprehensive knowledge of how to plan and execute on social media communications and engagement strategies
- Strong prioritisation skills with a good understanding of project management frameworks and methodologies, able to work to a shared plan and strategy
- Well-developed analytical skills and the ability to synthesise complex information to resolve problems and remove unnecessary complexity.

An understanding of health information privacy laws would be highly desirable as would experience working directly with consumer, patients and/or the public to optimise inclusive communications strategies. Any experience writing research protocols, funding applications, writing research ethics and or governance applications would also be looked upon favourably.

You will hold a tertiary degree in science communications or a degree in communications, public relations or similar with experience also working in health/medical/research communications.

About the VCCC:

The vision for the Victorian Comprehensive Cancer Centre (VCCC) 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.

VCCC is made up of a tight-knit team of staff who form the backbone working to facilitate the power of collective impact across the VCCC alliance and beyond.

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*

Equity & Inclusion

The Victorian Comprehensive Cancer Centre values diversity and is an equal opportunity employer. We are committed to providing an inclusive work environment, free from all forms of unlawful discrimination, harassment, bullying, vilification and victimisation.

Contact for Enquiries:

For a confidential conversation regarding the role, please contact Dr Justine Ellis, Associate Head Research: +61 409 355 443

Secondment: With the ongoing objective of enhancing relationships with our alliance and partners, this position may be able to be arranged as a secondment, dependent on the current employer's approval. This can be discussed at the early stages of the application process and VCCC People & Culture will be happy to support the necessary arrangements. For queries regarding a possible secondment, please contact either Dr Justine Ellis (above) or Christine Morton, Head of People & Culture on 0411 955 215 (M to Th).

TO APPLY:

For a copy of the position description and more information about VCCC, please go to our website: www.viccompcancerctr.org/opportunities/

Applications should consist of your CV and a covering letter outlining the key reasons for your interest in the role, specifically addressing the key selection criteria in the position description on the VCCC website.

Please lodge your application via SEEK, no later than COB **Wed 16th June 2021**.