

POSITION DESCRIPTION: COMMUNICATIONS AND ENGAGEMENT OFFICER

A leader in brain cancer research achieving better health outcomes for people affected by brain tumours

The Cooperative Trials Group for Neuro-Oncology (COGNO) has been working to build a network supporting large-scale multi-centre neuro-oncology clinical trials since 2007. We deliver skills and capacity development, education, expertise and multidisciplinary clinical trials collaboration and support to over 1000 members.

Position Title:	Communications and Engagement Officer
Reports to:	Executive Officer (EO)
Employment Status:	Up to 3 days (up to 0.6 FTE). Maximum term 12 months, with possibility of extension
Number of reports:	Nil
Key Relationships:	- Internal COGNO staff, Board, Committees (including Management Committee, Scientific Advisory Committee, Outreach and Education Committee, Consumer Advisory Panel) and COGNO members - External Other research and cancer sector organisations and clinical trials groups, including COSA, ACTA, MOGA
Location:	Melbourne, Australia (commencing mainly remotely)
New Position Date Effective:	October 2025

About COGNO

COGNO is one of 14 Cancer Clinical Trials Groups (CCTG) funded by Cancer Australia. COGNO Ltd is a registered medical charity. COGNO members represent a wide range of professional disciplines involved in the care of people with brain and other central nervous system (CNS) tumours, including clinical trialists and consumer representatives. COGNO provides a supportive environment for medical oncologists, radiation oncologists, surgeons, supportive care specialists, allied health professionals, scientists and nurses to collaborate to develop, fund and conduct new investigator-led clinical trials. We also provide education to inform best practice through our Annual Scientific Meeting and Outreach & Education Committee.

COGNO's mission:

"The achievement of better health outcomes for patients and those affected by brain tumours through clinical trials research".

COGNO's objectives are to:

- Promote the use of clinical trials in evaluating current therapies, new treatments and supportive interventions for brain tumours and to improve the impact of new clinical trials on future clinical practice.
- Engage members of the medical/scientific community to participate and assist in the conduct, evaluation, promotion, and development of clinical trials in brain tumours.
- Promote the incorporation of translational studies into new clinical trials in brain tumours.
- To disseminate the results of research and clinical trials to enhance clinical practice.

Position Purpose

The Communications and Engagement Officer develops and manages the digital and general communications strategy, high-quality content and platforms to amplify COGNO's profile and influence, as well as to strengthen and grow the membership network and the charity to support achieving better health outcomes for people affected by brain tumours.

Position Summary**The Communications and Engagement Officer:**

- Drives the development and implementation of COGNO's communication and membership engagement strategies in line with COGNO's Strategic Plan.
- Is responsible for creating quality, audience-focused content and managing the platforms and channels which are used to engage our members and build relationships with key stakeholders.
- Will be the first point of contact for organisations and members who come forward for support, linking them with appropriate resources.

Working with the COGNO team this role:

- Raises awareness of brain tumour trials and activities which COGNO leads and/or supports.
- Maximises the reach and impact of COGNO's work and activities.
- Assists with recruitment of new members and develops materials to promote engagement

Key responsibilities and activities**KEY ACCOUNTABILITIES****1. Strategy and planning**

- Develop strategy for and manage communication channels to build internal and external engagement.
- Work closely with the EO to establish and implement communication plans and strategies.
- Develop branding guidelines for communication content.

- Develop and test branding and key communication messaging by:
 - Developing communication activities and collateral
 - Establishing measures to evaluate the ongoing impact of communication activities
 - Reviewing material regularly, based on feedback
- Work closely with the EO and COGNO team to plan the promotion, support, and coordination of COGNO's ASM and other event activities within agreed budget, including developing sponsorship prospectus and liaising with sponsors and vendors/suppliers of marketing materials.
- Develop and implement risk and crisis communications strategy/process.
- Identify suspicious activity on COGNO's digital platforms and raise with the EO or delegate as appropriate.

2. Communications

- Coordinate, manage, write and edit COGNO publications including annual reports, electronic newsletters and event materials and promotion.
- Manage service providers (including quotes, agreements and invoices) for design or communications requiring outsourcing.
- Ensure consistent messaging and visual identity, aligned with COGNO strategy, brand, values and mission, across all promotional materials and platforms including creating and implementing appropriate policy and procedure.
- Increase member engagement by enhancing the member experience and knowledge of benefits and opportunities.
- Develop media strategies, including target audience profiles, media responses, topical media updates and coordinating and issuing media releases in conjunction with relevant partners.

3. Digital and social media management

- Create compelling content for COGNO audiences, informed by evidence/market analysis, that produces the desired call to action. This content may be for website, social media posts, articles, newsletters, media releases, or promotional materials.
- Manage the COGNO website and other communications tools to ensure information is up to date and written for maximal SEO impact.
- Create relevant content and develop a social media content calendar to support engagement of different target audiences across all platforms (Twitter, LinkedIn, etc).

4. Measurement and Evaluation

- Ensure measurable objectives are in place across all activities.
- Develop and evaluate annual communications and engagement key performance indicators to align with funding and COGNO strategy.

5. Additional duties

- Undertake any other relevant duties required by the EO.
- Reasonable administrative tasks as expected when working within a rapidly growing and evolving organisation.
- Support/maintain key working relationships with COGNO staff and community.
- Act in accordance with workplace policies and follow established procedures, including participation in an annual performance review.

- Promote and maintain a safe, ethical and equitable work environment.

SELECTION CRITERIA

Essential

- A degree in communications, marketing or a related field.
- At least 3 years' experience in a similar role.
- Demonstrated ability to work collaboratively with a range of internal and external stakeholders.
- Excellent interpersonal skills and ability to work in a small, dynamic team.
- Experience with WordPress, email marketing tools (e.g. Mailchimp), social media, web content management or similar systems
- Experience with Google analytics and social media analytics.
- Excellent writing, editing, and proofreading skills including the ability to synthesise complex material accurately.
- Well-developed oral communication and listening skills.
- Experience in designing high quality digital communications and evaluation using market insights and data analysis.
- Demonstrated experience of independently researching communications/engagement issues and proposing, implementing and managing solutions.
- Knowledge of graphic design programs, Canva, Adobe Creative Suite programs or similar.
- Experience with event management and promoting events.
- A proactive, positive and organised approach with demonstrated organisational skills, including the ability to prioritise, problem solve, establish and work within timelines.
- Maintain attention to detail whilst remaining outcome focused.
- Demonstrated ability to multitask and complete tasks independently.
- Demonstrated ability to exercise sensitivity, discretion and confidentiality.

Desirable

- Experience in the cancer, health, research, not-for-profit or charity sector
- Experience with membership organisations.
- Understanding of healthcare and advocacy.
- Experience with CRM systems or similar.

Other job-related information

- Occasional work required during event periods at times outside of regular hours to deliver high impact outcomes for COGNO.
- Occasional interstate travel required.

PERFORMANCE AND DEVELOPMENT

This role will have a 3-month probationary period. An annual performance and development review will be undertaken with the EO with support provided by COGNO for ongoing professional development.

CONDITIONS OF EMPLOYMENT

- Rights to work in Australia.

- A National Police Criminal history check is a requirement of this position.
- All COGNO staff must comply with COGNO Policies and Procedures and contribute to a safe and healthy working environment.
- Staff must take all reasonable steps to prevent bullying, discrimination, and harassment in the workplace.