



UICC Campaign Manager

Reports to: Head of Communications and Marketing

Location: Geneva, Switzerland

Starting date: 1st March 2021

Type of contract: Open-ended

Application deadline: 31st January 2021

Summary of the position

Under the overall guidance of the Head of Communications and Marketing, the Campaign Manager develops the strategic vision of the annual World Cancer Day campaign and ensures its successful implementation.

She/he will also take a lead in designing additional shorter campaigns in support of UICC member organisations that inspire public action, influence policy decisions and drive the agenda of cancer control.

As a member of the Communications and Marketing team, the Campaign Manager works in close collaboration with other UICC teams, UICC members and external partners to ensure the growing impact of the campaigns with a particular attention on World Cancer Day.

About World Cancer Day

Led by UICC, World Cancer Day takes place every year on 4th February and unites the world in the fight against cancer. It aims to save millions of lives by raising awareness of the disease and by inspiring governments and individuals across the world to take action.

The international collaboration on World Cancer Day provides a tremendous opportunity to advance the global fight against cancer and to significantly impact the lives of people living with and at-risk of the disease.

World Cancer Day was created in 2000 and has grown into a key awareness day on the global health agenda. It reaches millions of people across the world and has trended globally on Twitter for the past three years.

Main responsibilities

- Develop and implement the annual World Cancer Day campaign strategy.
- Direct the content strategy for World Cancer Day, including developing, managing and disseminating the campaign materials.
- Develop and manage content on the World Cancer Day website and social media channels.
- Encourage and coordinate the participation of World Cancer Day partners, UICC members and influencers in collaboration with relevant teams.
- Brief and oversee the work of various service providers (graphic designers, PR agency, translation agency, video production, intern etc.).
- Manage the campaign budget.
- Ensure that the WCD brand identity is adhered to in all content and channels.
- Coordinate improvements and new web site developments with the senior digital strategy manager.
- Coordinate the global media outreach with the UICC communication and media manager.
- Develop a fundraising strategy with concrete annual financial targets in collaboration with the partnership team.
- Monitor and evaluate the campaign's ROI and produce a creative report for all key stakeholders.
- Develop and implement 1-2 shorter campaigns annually on priority topics in support of UICC members.

Skills and competencies

- Degree in an area relevant to the job description eg. marketing or communication
- 5 years professional experience in marketing or communication
- Creative and strategic thinker
- Track record of participating in successful campaigns
- Excellent communication and writing skills
- Solid experience in web editing and AV production
- Excellent project management skills
- Great networking skills
- Strong team player
- Experience in fundraising
- Good understanding of public health issues
- Native level English is a must, French and/or Spanish a plus
- Computer-savvy with strong knowledge of Microsoft Office, working knowledge of Adobe Creative Suite a plus

Application:

Deadline for applications: **31st of January 2021:**

Please address full application (CV, cover letter, diplomas, work attestations) to: careers@uicc.org

Only short listed candidates will be contacted

About the Union for International Cancer Control (UICC)

The Union for International Cancer Control (UICC) is the largest and oldest international cancer-fighting organisation. Founded in Geneva in 1933, UICC has over 1,200 member organisations in more than 170 countries. It enjoys consultative status with the United Nations Economic and Social Council (ECOSOC) and has official relations with the World Health Organization (WHO), the International Agency for Research on Cancer (IARC), the International Atomic Energy Agency (IAEA) and the United Nations Office on Drugs and Crime (UNODC). UICC has over 50 partners, including associations, companies and foundations committed to the fight against cancer. UICC is a founding member of the NCD Alliance, the McCabe Centre for Law & Cancer, the International Cancer Control Partnership (ICCP) and established the City Cancer Challenge Foundation in January 2019.

UICC's mission is to both unite and support the cancer community in its efforts to reduce the global cancer burden, promote greater equity and ensure that cancer control remains a priority on the global health and development agenda. It pursues these goals by bringing together global leaders through innovative and far-reaching cancer-control events and initiatives, building capacities to meet regional needs and developing awareness campaigns.

More information is available at www.uicc.org