



Who are we?

Virtus Health Limited (ASX: VRT) is the largest provider of assisted reproductive services in Australia. We are also a market leader in Ireland, Denmark and have a growing presence in Singapore and the UK. Globally, we run 43 fertility clinics and in Australia we also operate seven day hospitals nationally and the Virtus diagnostic and pathology service.

We are searching for a **Marketing Communications Specialist** to join our team

Who are you?

You are a true wordsmith with a knack for writing engaging consumer content. You can switch between social and websites, email marketing and media relations with ease, and you are skilled in video and podcasting. You are customer-obsessed, data-driven and results-focused. You build relationships quickly, are resilient and proactive. You want a job that makes a difference.

Imagine if we get together...

This is an exciting opportunity for the right person. The **Marketing Communications Specialist** will work with our group marketing function to create external communication and customer-facing content that drives consumer enquiries and referrals, builds the public profile and reputation of Virtus businesses and supports the broader business strategies.

Essential Qualifications

- Tertiary qualified in marketing or communications, you have a minimum 5 years' experience.
- You have demonstrable experience writing content across a variety of marketing mediums
- You have proven experience in digital including managing content on a CMS (preferably drupal)
- You have a nose for news and some exposure to PR and media

Key responsibilities will include:

- Create high quality content for a range of mediums including web, social, email and media.
- Support website management, SEO audits and content creation (writing and upload)
- Produce regular external communication for our three key audiences (consumer, referrer and patient) across fertility, diagnostics and day hospitals.
- Execute the digital content strategy, including the creation of blog, audio and video content.
- Support the PR Manager in writing media releases and interviewing patient case studies.
- Manage social media activity including Facebook/Instagram campaigns, lead production, scheduling of social media posts and identifying new channels.
- Ensure alignment in messaging, copy and creative across all marketing channels.
- Support Business Development Managers in promotion of key customer, patient and GP initiatives to support the growth strategy of the Group.
- Manage and optimise relationships and value from relevant production third party providers

Our culture

We are a team with a clear purpose: we work together to continuously improve the care and services we provide.

We see a future where everyone in the community has the opportunity to create a family. Patient care, scientific and clinical leadership and a passion for making a difference to people's lives is always at the forefront of our minds. Collaboration, agility and the curiosity to investigate new ideas is how we will continue to grow as a market leader.

How to apply

Please send your CV and covering letter to Niki Evans: niki.evans@virtushealth.com.au