



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 and the Virtus diagnostic and pathology service.

We are searching for a **Digital Marketing Specialist** to join our group marketing team. This role is a permanent position, based in Sydney and will report to the Marketing Manager.

Who are you?

You are customer-obsessed, data-driven and results-focused. You excel at executing innovative and strategic marketing campaigns, managing the process from end-to-end, delivering on time and on budget. You are proactive, creative and courageous. You want to be part of the growth of a business.

Imagine if we get together...

This is an exciting opportunity for the right person. The Digital Marketing Specialist will implement strategic and data-driven marketing opportunities that drives brand awareness and reputation, supports broader business strategies and maximises lead generation and conversion.

Essential qualifications and experience

Tertiary qualified in marketing, communications or a related discipline, with a minimum 5 years' experience

Understanding of and experience in maximising direct response and conversion utilising a variety of digital channels; SEO, SEM, social media, display, automation email and content

You have proven experience in building and managing content on a CMS (preferably Drupal)

You love everything digital, are across the latest trends, and have an appetite to test and learn

Key responsibilities will include:

Implement the digital strategy to drive customer engagement through all channels.

Overall responsibility for website content, updates and layout. Review of current and ongoing site development needs to optimise and continually improve performance.

Develop content for all media channels ensuring alignment of branding and key messaging to maximise enquiries, including blogs, videos, social posts and interactive applications.

Manage and implement SEO and SEM strategies, aligning to business objectives.

Plan and execute campaign strategy, including ideation, briefing and managing agencies, copy and content development, media buying and placement, and campaign reporting and analysis.

Analysis and reporting of key metrics for traffic and conversion. Google Analytics: regular monitoring and reporting, proactively recommending updates to content and functionality.

Oversee email marketing program including e-newsletter, lead nurturing and campaigns. Identify and build journeys using salesforce for segmentation.

Assist in the development and implementation of customer relationship strategy.

Understanding of website builds; scoping project, writing website briefs, UX, UI, AB testing.

Our culture

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

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