



## **Position Title: Market analyst and CRM specialist**

### **Who are we?**

- Virtus Health is Australia's largest provider of assisted reproductive services, and one of the top 5 global companies in this field.
- We are a purpose-driven organisation, helping people achieve their dream of having a family.
- In Australia, we run 35 fertility clinics, 7 day hospitals and the boutique Virtus diagnostic service.
- We are also the largest provider of assisted reproductive services in Ireland and Denmark, and have a growing presence in Singapore and the UK.

### **Who are you?**

A data driven market analyst who can analyse key performance, understand customer lead generation and campaign outcomes, identify referral metrics and patient engagement to drive business growth. This person has a solid understanding of marketing technologies including Google Analytics, Salesforce SalesCloud and MarketingCloud and an analytical mind, applying commercial acumen to unlock and deliver important insights to the business. This role will provide analysis primarily for fertility but will extend to Diagnostics and Day Hospital markets too.

The successful candidate will be team oriented with the capacity to work independently, flexibly and effectively under pressure and to tight deadlines.

### **Imagine if we get together...**

We will provide ongoing professional support and will support your professional growth as part of a highly agile marketing team. This role can be based out of any of our offices; Sydney, Melbourne, Brisbane.

### **What the role involves**

We are looking for a Marketing Analyst and CRM Specialist to join a data-driven marketing team, provide digital, GP referral, customer and market insights, as well as oversight of our CRM platform Salesforce across Virtus globally. Analyse key performance, customer lead generation and campaign outcomes, referral metrics and patient engagement to support the strategic marketing plan and overall patient experience ie business growth.

- Analyse the external and internal data to identify key trends/ shifts and changes in referral patterns and patient demographics, and identify potential markets for service positioning and placement
- Provide analytics and data driven insights to the Marketing team to help them evaluate the effectiveness of campaigns/ initiatives as appropriate

- Support improvement of NPS rankings at the regional, clinic and doctor level by implementing Virtus NPS survey, monitoring and highlighting performance improvement or decline (defining trends).
- Support Business Development teams across the states with Salesforce reports, referral trends, and provide actionable insights to support their growth plans.
- Support small, but national call centre that uses Salesforce CRM, by responding to ad hoc requests for minor changes or support and training.
- Provide best-practice management of our Salesforce CRM platform, supporting users, the monthly import of new referral data and integration with other third-party platforms.
- Generation of monthly reports for internal stakeholders
- Monitor market conditions and deliver regular competitor analysis
- Support the marketing team and broader business with ad hoc reporting and market/customer insights requests.
- Support continuous improvement for eCRM activity by analysing campaign performance via Salesforce MarketingCloud
- Work with Salesforce Consulting Partners/other partners to implement platform enhancements and upgrades as required.

**What we're looking for:**

- Tertiary qualifications in business, strategy, finance, marketing or related disciplines.
- Previous experience in administration of Salesforce/CRM management is preferred
- Experience in an analytical environment and with translating complex analysis into strategic recommendations
- Strong analytical ability and confidence in working with complex data sets
- You are self-motivated with a positive and professional can-do attitude
- You are organised and enjoy working in a fast-paced environment

**Benefits**

- Work for a global and leading healthcare company with a strong focus on digital health innovation.
- Flexible at-home working arrangements.
- Collaborative and nurturing work environment.
- Training and development opportunities.

**Our Culture**

- The business has recently launched a new strategic direction, we are in a growth phase, so it's an exciting time to join this global organisation.
- The Marketing team is dedicated and focused, but we also like to celebrate our wins.
- As our marketing team continues to grow, we are looking for a team player who is happy to grow with us over the long haul.

**Applications:** to apply, please send a cover letter and your CV to [niki.evans@virtushealth.com.au](mailto:niki.evans@virtushealth.com.au)