



Position Title: Social media and communications 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 savvy marketer with a passion for creating content – from social media strategy to execution, content curation, website management, copywriting, and email marketing. You want project ownership and autonomy, but with the support of a national team.

Imagine if we get together...

We will provide ongoing professional support and will nurture your professional growth as part of a highly agile marketing team. You will be based out of our head office in East Melbourne.

What the role involves

This role will have a key focus on two fertility brands within the Virtus Health Group, Melbourne IVF and TasIVF, but will work closely with the national marketing team to execute the national marketing strategy.

This role will be on the ground in VIC to drive the local content plan for our owned channels and may, on occasion, have to travel to Tasmania to source local content there.

- Support the marketing plan to drive consumer enquiries and referrals, raising the profile of Virtus operations (fertility, diagnostics & day hospitals).
- Content creation to increase the profile of our suite of fertility specialists using paid and owned digital channels.
- Support the Social Media Specialist in the implementation of the social media strategy and calendar – this role will be responsible for the day to day running of Melbourne IVF and TasIVF social media accounts; including content copywriting, design, image and video sourcing, scheduling, and community management.
- Generation of high quality content for range of purposes from web, social, video, email, and print marketing.
- Drive and execute the digital content strategy for Melbourne IVF and TasIVF including producing written blog, audio and video content for all channels.
- Reporting on all activity and use data to drive campaign and content optimisation.
- Ensure accurate tone of voice across all content and communications for patients, consumers, and GP referrers.

What we're looking for:

- You are a positive and proactive person with a strategic mindset who wants to deliver strong growth to the business.

- A confident communicator with a high level of interpersonal, relationship management skills and a proven capacity to work effectively with a wide range of stakeholders.
- You know your way around a camera to capture engaging video and social media content.
- A proven track record in creating compelling messages for different target audiences across multiple mediums.
- You are organised with excellent project management skills and enjoy working in a fast-paced environment.
- You want a job that makes a difference.
- 3+ years' experience working in a communications or marketing role
- Degree in marketing or communications

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