



## **POSITION DESCRIPTION**

### **HEALTHCARE WRITER**

### **About Wellmark**

Wellmark is an independent, Melbourne-based creative agency specialising in healthcare communications. Our clients include Australian divisions of major international pharmaceutical companies, national and state-based healthcare providers, as well as major corporate entities and B2B companies involved in the delivery of healthcare services or products. Using an integrated marketing communications approach, our focus is on the delivery of strategy-led, multi-channel campaigns that work together to build brands. As such, we do not work on isolated tactics nor do we exhibit channel bias. Our work spans the entire spectrum of healthcare communications, from medical education of healthcare professionals through to health consumer marketing.

### **The position**

As a healthcare writer, your primary role will be to develop copy and manuscripts to meet the technical and creative writing needs of Wellmark's clients, with an emphasis on distilling complex concepts into simple and effective marketing communications messages. Reporting to the Head of Copy, you will play a lead role in understanding, articulating and meeting the strategic communications needs of brands and key accounts assigned to you.

# Key tasks and responsibilities

## EXTERNAL

With professional support and regular feedback:

- Develop copy and manuscripts, audiovisual and multimedia scripts and other communications materials to the highest possible standards, and in accordance with all relevant ethical and regulatory requirements
- Gather and synthesise content for written communications, by:
  - reviewing materials supplied by clients
  - attending clinical and scientific meetings, seminars and presentations when required
  - interviewing industry representatives, consumers, clinical and scientific researchers and opinion leaders
  - searching and reviewing scientific and clinical literature and marketing materials
- Attend client meetings and contribute to taking and analysing client briefs
- Contribute to the development and implementation of communication strategies and plans
- Communicate competently and professionally with colleagues, clients and customers and other agencies/consultants employed by clients
- Develop and maintain close and effective working relationships with clients and strive to provide superior levels of client service.

## INTERNAL

Under direction of, and with regular feedback from the Head of Copy:

- Work as part of a creative team alongside account managers, graphic designers and other writers to devise concepts and formats for effective, relevant and innovative strategic communication executions
- Contribute to internal meetings, analysing clinical and marketing issues and 'brainstorming' strategic and creative solutions

- Assist in the preparation of tenders and proposals, participate in pitches and help to raise the profile of Wellmark
- Keep complete account of time spent on chargeable and non-chargeable work
- Proactively provide regular and accurate updates of your work-in-progress (WIP) and participate in formal WIP updates/meetings when required
- Proactively seek to develop further professional skills as required to better meet client and/or organisational needs.

## **Our requirements**

### **EXPERIENCE AND EDUCATION**

- Undergraduate degree in the medical or clinical sciences. A further qualification in English, communications or marketing is highly desirable
- Experience in a client-facing, customer service role is highly regarded; may include part-time jobs held while studying.

### **PROFESSIONAL COMPETENCIES**

The successful candidate will be able to clearly demonstrate:

- Clear evidence of superior writing ability – as evaluated by writing test and/or demonstrated by other examples of individual written work – including:
  - ability to quickly grasp medical or clinical concepts and terminology (and technical jargon in other industries)
  - ability to understand and write to a specific brief
  - use of written language for impact and clarity of expression
  - accurate and creative approach to reporting of complex scientific or technical concepts

- excellent understanding and application of grammar and spelling
- clear appreciation of issues and language appropriate to the target audience
- ability to distil highly technical or data-heavy information into clear and effective messaging
- Familiarity with basic computer applications, including word processing (Microsoft Word or equivalent), internet browser, email, social media platforms etc
- Knowledge of PubMed, Medline and/or other digital/online medical science databases
- Ability to use the internet as a general research and information resource
- Strong verbal communication and interpersonal skills and potential to develop these to a high level, as appropriate to a professional client service environment
- Some project-management skills or demonstrated ability to manage long or complex jobs to completion (highly regarded).

## **BEHAVIOURAL/PERSONAL COMPETENCIES**

- Has presence
- Displays initiative
- Is a team player with a desire to learn from others
- Has a strong work ethic
- Personal style suited to a customer service environment (and delivery thereof)
- Is confident, energetic and enthusiastic
- Displays calm and resilience in steep learning and high-pressure environments

## Interests/orientation/professional development

- Interest in continuous challenge and improvement, in particular, in learning to write in new styles, using new techniques, about new subject matter, for new audiences, and utilising new media
- Desire to advance a successful career in marketing communications and, in so doing, contribute meaningfully to the success of Wellmark

## Location, hours and travel

- Melbourne-based office (inner city; easy access to public transport; numerous eateries and bars nearby)
- Occasional interstate travel (usually to the eastern seaboard; typically depart/return same day)
- Full-time (five days a week)
- Overtime is never onerous and reimbursed as time-in-lieu.

## Our values

The successful candidate will embody the Wellmark values. We are:

### **Accomplished, clever and informed**

We excel at distilling complex information into truly effective communications. We are both creative and technically minded, and we relish the challenges posed by strategic design and brand building. We are thought leaders committed to breaking new ground and to exceeding expectations.

### **Savvy**

We live by our professional approach, our sharp focus on our clients' needs and our deep understanding of commercial objectives and priorities. Our ability to execute creative solutions that genuinely support our clients' commercial and strategic imperatives is what sets us apart from our rivals.

## **Trusted**

In our dealings with each other, our clients and our suppliers, we act with honesty, integrity and respect. By building trust, we enable our clients to tread boldly and bravely. Our most exciting work happens when we bring people together and take them on the journey with us.

## **Inclusive**

We work in partnership with each other, our clients and our suppliers. We value the diversity of skills and perspectives in our team and yours. For us, the flow of our work is all-important, so we tolerate no boundaries. We enjoy the company of others, we respect everyone's contributions, we get on; we connect.

## **Spirited**

We enjoy what we do and it shows. We want our clients to not only value the excellent results they receive from us but to enjoy the experience of working with us.

## **Further information**

Please contact:

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