FRANCISCAN SISTERS OF ST. JOSEPH (ASUMBI)
CHRISTAMARIANNE MISSION HOSPITAL
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JOB ADVERTISEMENT
<u>Marketing Officer</u>

Christamarianne Mission Hospital, Kisii, wishes to invite qualified and experienced professionals to apply for the position of **Marketing Officer**. The successful candiate will be responsible for marketing Christamarianne Mission Hospital product portfolio and developing strategic relationships with corporate clients.

Key Duties

- Developing and implementing marketing plans and projects for new and existing services
- Managing the productivity of the marketing plans and projects, and exploring ways of improving existing products and services, and increasing revenue through enrolling new corporate clients and consultants.
- Conducting market research and analyzing current market condition to determine market requirements for existing and future services.
- Monitoring and analyzing market trends and studying competitors, partners and substitute products and services.
- Expanding and developing marketing communication platforms including social media platforms.
- Determining and managing the marketing budget and delivering marketing activity within agreed budget.
- Maintaining and developing relationships with new and existing clients, developing industry linkages so that they continue to use Christamarianne Mission Hospital services.
- Generating and maintaining detailed reports to track patients' experience through the current process and assessing gaps that may need improvement.
- Evaluating, reviewing and reporting on all marketing activities and results
- Identifying and mapping the target customers (corporate & non-corporate).
- Planning and organizing initiatives like medical camps, seminars and conferences to increase service and product promotion participation and doctors' referrals.
- Organize CMEs for promotion of the activities and services of the medical departments and specialties.

- Organizing outreach programs with prospective patient communities.
- Assisting in designing, printing brochures, leaflets and other hospital marketing materials.
- Tracking leads mediated through above CMEs, camps and seminars etc. to tap new corporate tie-ups, convert referrals etc.
- Liaison between in-house doctors and external doctors for patients.
- Compiling credible data on competitors/market analysis

Job Requirements / Qualifications

- Bachelor's degree in Marketing or equivalent from a recognized institution.
- Minimum of two years working experience in aggressive marketing and sales (in a similar position).
- Experience gained from Hospitals, Pharmaceutical and Insurance will have an added advantage.
- Proficiency in Microsoft Office Suite.
- Digital marketing skills.

Competencies and Capabilities

- Ability to work without supervision
- Good organizational and time management skills
- Excellent public relations and communication skills
- Ability to influence and attract potential clients to programs
- Self-driven individual who motivates and inspires confidence
- Strategic thinker and a problem solver
- Team leadership skills, persuasiveness, adaptability, creativity, good judgment and decision-making ability
- Sales and marketing skills
- Creative and innovative

Interested candiates who meet the above qualifications, skills and experience are required to forward their application letters including detailed curriculum vitae, academic and professional documents, and names and contacts of three referees by **Monday, 14th December 2020**, to:

The Human Resource Manager
Christamarianne Mission Hospital
P O Box 1095 - 40200
KISII

Email: HR@christamariannefsj.org or margaretjacinta12@gmail.com

NB: Only shortlisted candidates will be contacted.

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