



<https://logicahealthfirst.com/job/healthcare-marketing-executive/>

Healthcare Marketing Executive

Description

- To formulate brand plan and propose various Marketing strategies in accordance to corporate policy for hospital brand.
- To take care of all the publishing material of the hospital namely: information booklet, leaflets, handbills, brochure, and other related materials. These shall include the content, design, creativity and proof – reading etc.
- To plan various activities as per the phase wise Marketing Strategic plans.
- To execute the various activities planned as per the phase wise Marketing plans for example, CMES, Workshops Camps, Patient Education Program, Life – Style Management Program Etc.
- To carry out Research activity related to marketing plan evolved.
- To explore newer geographical area new markets, for customer target for hospital.
- To explore new product feasibility for business plan.
- To do regular fieldwork to understand and develop sound marketing plan.
- Monthly detailed report of the activity should be submitted to the management
- Weekly progress report should be submitted in brief to management about the activities assigned.
- Support in all marketing purposes to the Head Marketing.

Qualifications

- B. Pharm / B.Sc + M.B.A./M.M.S in Marketing and having 2 years experience in direct marketing (Sales) and 3-5 years in brand Management.
- Incumbent is responsible for Market Share, Revenue, Profitability, Growth and Image of the hospital Brand.

Hiring organization

Logica Health First

Employment Type

Full-time

Industry

Health Care

Job Location

Gateway West, Singapore,
Singapore, Singapore

Date posted

June 21, 2022