

HOSPITAL MARKETING EXECUTIVE

Job Title : Marketing Executive

Department : Patient Services / Administration

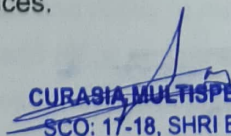
A Hospital Marketing Executive develops and executes strategies to boost the hospital's brand, attract patients, and grow services by managing campaigns (digital/traditional), social media, PR, and community outreach, working with medical teams to create cohesive messaging, analyzing market trends, and reporting on ROI to meet organizational goals.

Key Responsibilities:

- **Strategy & Planning:**
Develop marketing plans, analyze market trends, patient feedback, and competitor actions. Specially to cover the ECHS/TPA,s empanelled clinics or other sources for patient footfall.
- **Campaign Management:**
Oversee digital (SEO, social, email) and traditional (print, events) campaigns for various hospital services.
- **Content Creation:**
Develop marketing materials like brochures, videos, blogs, and press releases, often collaborating with doctors.
- **Brand & PR:**
Manage online presence, enhance brand awareness, and coordinate PR activities, events, and media relations.
- **Community Engagement:**
Organize outreach programs and build relationships with patients and the community.
- **Performance Analysis:**
Monitor campaign effectiveness, track KPIs, and report results to management.
- **Budget & Team:**
Manage marketing budgets and potentially lead marketing assistants.

Key Skills & Qualifications:

- **Education:** Bachelor's/Master's in Marketing, Business, or related field.
- **Experience:** Proven experience in marketing, preferably in the healthcare industry.
- **Skills:** Strategic thinking, communication, content creation, digital marketing proficiency, analytical skills, and understanding of healthcare services.


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