

VACANCY- LOWVELD	
Role Title	Marketing Manager
Department	Marketing
Reporting Structure	Hospital Manager
Closing Date	15 April 2019
ROLE SUMMARY	
<p>Busamed Lowveld Private Hospital is looking for a suitably qualified Marketing Manager to join the team. The candidate will be responsible for Brand enhancement internally and for external marketing and Brand Management.</p>	

RESPONSIBILITIES AND DUTIES

- Actively participate in the hospital marketing and communication campaigns and initiatives.
- Perform PR and social media initiatives as approved by Management
- Regularly update the Busamed Lowveld Private Hospital website.
- Ensure all marketing collateral, promotional materials and corporate merchandise is in line with Busamed Branding Manual, Policy and Procedures.
- Regularly perform patient satisfaction survey and submit regular reports.
- Plan, Control and Manage the Marketing budget.
- Research and implement new and suitable marketing strategies.
- Build and maintain relationships with Doctors (Internal and External)
- Actively promote the hospital services.
- Actively drive and promote the CME/CDP program.

SKILLS PROFILE

EDUCATION

- National Diploma in Marketing Management or similar/relevant field essential.
- Valid Driver's License essential.
- Must be willing to travel to and from events, clients or Doctors.

WORK EXPERIENCE

- Minimum of 3 to 4 years Marketing experience in a hospital or hospitality industry essential.
- Private Hospital experience will be advantageous.

KNOWLEDGE

- Advanced computer skills essential (Powerpoint, Excel and Word)
- Excellent verbal and written communication skills essential.

APPLICATION PROCESS

BUSAMED IS AN EQUAL OPPORTUNITY EMPLOYER

The Company's Employment Equity plan and targets will be considered as part of the recruitment process aligned to the Group's Employment Equity strategy. Busamed actively supports the recruitment of people with disabilities.

Interested candidates who meet the above criteria are requested to e-mail a detailed CV to applications.Lowveld@busamed.co.za before the sited closing date.

