



VACANCY - HARRISMITH

Role Title	MARKETING MANAGER
Department	MARKETING
Reporting Structure	HOSPITAL MANAGER
Closing Date	16 AUGUST 2019

ROLE SUMMARY

- Marketing Manager will be responsible for the Internal and External marketing of the hospital and related functions.
- Actively participate in hospital marketing and communication campaigns and initiatives
 - Plan, organize and implement hospital events
 - Perform PR and social media initiatives as approved by Management
 - Ensure all Marketing collateral, promotional materials and corporate merchandise is in line with Busamed Policy and procedures
 - Liaise with internal and external clients, such as staff, doctors and patients
 - Regularly perform patient satisfaction survey and submit regular reports
 - Plan, Control project - specific marketing budget
 - Research new marketing strategies
 - Build and maintain relationship with Doctors (Internal and External)
 - Actively promote the hospital and relations and services and Doctors
 - Actively drive and promote the CME/CPD program

SKILLS PROFILE

EDUCATION

- Grade 12 or equivalent NQF level 4 qualification
- National Diploma/Degree in Marketing is essential
- Driver's License
- Must be willing to travel to and from clients and/ or doctor's
- Excellent verbal and written communication skills
- Intermediate computer skills

WORK EXPERIENCE

- Minimum of 3 to 4 years Marketing experience
- Experience in a Private Hospital environment would be advantageous

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.harrismith@busamed.co.za before the closing date cited above.

Should you not hear from us by the 01 September 2019, please consider your application unsuccessful.