

## Digital Marketer at Premier Hospital

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Company: JobWebKenya

Location: Kenya

Category: business-and-financial-operations

### Job Description

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Premier Hospital is an 82 bed specialized hospital located in Nyali, Mombasa offering high quality emergency, outpatient and inpatient care. We have a patient centered culture and our approach is to provide you with comprehensive healthcare, which is focused on all aspects of your health and overall well-being. Our service delivery model is anchored on Compassion, Care and Competence. Our Doctors, Nurses, other Medical Professionals and support staff will provide you with personal service with great regard to respect and dignity to ensure that your experience with us is as comfortable as possible.

### JOB PURPOSE

To ensure continuous favorable business growth for the hospital as well as favorable customer retention through innovative, strategic, cost-effective and high impact activities and engagements on all the digital platforms the hospital is engaged in.

### MAIN DUTIES AND RESPONSIBILITIES

Ensuring continuous growth of the hospitals digital brand through increase of followers and overall outreach in line with hospital's Marketing Plan.

Addressing all online inquires and managing business leads that originate from such avenues with the aim of increasing hospital business.

Ensuring timely completion of creative artworks and designs required for various campaigns, promotions.

Responsible for addressing videography and photography needs of the hospital.

Advising and formulating strategic and innovative digital advertising and Marketing campaigns for the hospital.

To ensure that the company website is easily found by the target audience

To optimize website structure and content to drive relevant traffic to the website.

He/She will be responsible for website content and for creating and implementing content strategy in order to ensure online objectives are achieved

Execute eCommerce and social media strategies to meet revenue and growth targets.

He/She will be responsible for managing online presence and company brand by using social network tools such as Facebook, Twitter, Instagram and LinkedIn.

The digital Marketer will be responsible for converting an online visit into online sales

Play a key role in the strengthening and implementation of the company's strategy

Website data management and analysis.

Strategy implementation and monitoring through data analysis and SOI

Continually drive improvements in the user experience and customer journey across all online touchpoints, in order to drive conversion rate optimization and revenue

Ensuring that payment options and promotional tabs are configured correctly.

Monitoring website traffic and customer reviews to gauge responses to site updates.

Analyzing sales-related data to predict future sales

Collaborate with the team on improving marketing materials based on insights from the field.

Always understand the current market trends including competitors and communicate such information to the management team.

Provide excellent customer service and management to all customers

Other strategies include video Marketing. Influencer marketing, Programmatic advertising,

Affiliate marketing, and pay-per-click advertising

Ensuring existing accounts are active and trading favorable volumes with the hospital in line with facility targets, through constant engagements, follow-ups, updates, courtesy engagements and health talks.

Addressing customer complaints (both corporate and non-corporate), knowing the nature of the complaint and forwarding it to the relevant parties for resolution and finalizing with a follow-up with the client.

Ensure Outpatient process flow is smooth and at a favorable speed for majority of the clients.

Addressing queues and responsible for dissolving the queues using proactive initiatives.

Addressing patient or family complaints and coming up with solutions for the problems.

Coordinating with other OPD HODs to ensure the operations in the unit are customer friendly.

Management of feedback.

## **MINIMUM REQUIREMENTS**

### **QUALIFICATIONS**

Bachelor's Degree in BBIT, Marketing & Communication, or any other Business related field

At least 2 years of experience in Digital Marketing

Excellent data analytics and excel proficiency is a plus

### **PERSONAL CHARACTERISTICS & BEHAVIORS**

Demonstrable understanding of the strategic role of marketing and communication to impact on business results

Excellent writing and editing skills

Problem-solving and analytical skills to interpret sales performance and market trend information.

Must have the ability to develop and successfully execute and track marketing campaigns

Excellent planning, and organizational skills with high integrity

Good interpersonal skills.

Able to work responsibly under pressure and unsupervised

Quick decision-making capabilities.

Good understanding of the importance of customer experience.

Experience in developing marketing and sales strategies.

Communication skills

Negotiating skills

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