

## Marketing Officer at St. Francis Community Hospital

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### Job Description

St Francis Community Hospital Kasarani is a level 5 teaching and referral Hospital was founded in the spirit of St. Francis of Assisi in order to give special attention to the poor and needy by attending to their spiritual, economic, human and intellectual needs.

**STFCH/HR///**

### Summary

St. Francis Community Hospital wishes to recruit a highly motivated and competent individual to fill the position of a Marketing Officer.

The Marketing Officer will be responsible for marketing St. Francis Community Hospital services portfolio and developing strategic relationships with corporate clients.

### Key Responsibilities

Prepare meetings with potential customers to explain the hospital services and answering customers' questions and escalating complex issues to the relevant departments as needed.

Present cost-benefit analyses to the Hospital Management Team (HMT) for prospective and existing customers to determine the most suitable services.

Analyzing competitors' services to determine trends in the market, threats and opportunities.

Develop strategies and tactics to market our services and drive qualified traffic to our hospital.

Develop strategic relationships and partnership with key corporates, government agencies, insurances and vendors

Measure and report on the performance of marketing campaigns, and outreaches to HMT.

### **Qualifications/Skills**

Diploma in Sales and Marketing from a recognized institution.

Bachelor's degree in Sales and Marketing is an added advantage

Two years experience working in medical field or insurance.

Up to date with the latest trends and best practices in online marketing.

Must have strong analytical and problem-solving skills.

Effective communication skills. ( Negotiation and Consultative)

Exceptional customer service skills.

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