



Job position

Marketing Manager / Assistant Manager

Duties and responsibilities

- Plan and formulate effective marketing activities for local and international market for the company within the approved budget.
- Monitor KPIs and review effectiveness of strategies from time to time.
- Conduct market surveys, provide details to management and keep track of marketing trends and pricing.
- Conduct project development feasibility study.
- Develop and plan for product development & overall marketing concept
- Review the effectiveness of the marketing communication strategies and marketing campaigns.
- Oversee the conception of new marketing strategies, identify ways to tap into the target market, including constantly adopting innovative new marketing strategies, new social media, new media, and other new advertising opportunities.
- To have constant review, monitoring and comparison made within the industry / competitors communication strategies and provide market intelligence to management.
- Plan, implement and adopt public relations and publicity plan and promotion for activities (soft launch, official launch, promotion, exhibition and other in-house event).
- To manage and work closely with internal and external relevant vendors/agencies which covers the area of advertising and promotion.
- Responsible for the overall operations and monitoring of Marketing and A&P.
- Oversee corporate identity and branding, public communications, CRM and CMS.
- Any ad hoc duties as assigned from time to time.

Skills and experience required

- Must have 5-10 years of relevant experience in hospital/pharmaceutical industry and health care industry.
- Extensive knowledge of marketing strategies and international sales channels, particularly in the market of Singapore, Indonesia, China will be an added advantage.
- Excellent interpersonal, attitude, leadership, teamwork, planning, time management and organizational skills.
- Excellent communication and coordination skills.
- Willing to travel and work on weekends as well as public holidays.