



KL WELLNESS CITY

KL International Hospital Sdn Bhd

Job position

Assistant Manager Digital Marketing and Branding

About the role

This role is responsible for developing and delivering creative visual content to support the hospital's digital presence, brand positioning, and marketing campaigns. The position focuses on graphic design, video production, and photography, ensuring high-quality creative output that enhances engagement, supports campaign objectives, and strengthens brand visibility across local and international markets. The role works closely with Digital Marketing, Local Marketing, and International Marketing teams to support content execution and overall marketing effectiveness.

Duties and responsibilities

1. Digital Strategy & Lead Generation

- Develop and execute digital marketing strategies aligned with hospital growth objectives
- Manage campaigns across social media, paid ads, and digital platforms
- Drive lead generation and patient inquiries through targeted campaigns
- Optimize digital performance based on analytics and conversion data
- Collaborate with Local Marketing and International Marketing teams to develop integrated multi-channel campaigns that enhance brand visibility and support market expansion strategies

2. Content & Social Media Management

- Plan, develop, and manage content calendar across digital platforms
- Manage social media platforms (Facebook, Instagram, TikTok, etc.)
- Ensure consistent messaging aligned with hospital branding and positioning
- Monitor engagement, respond to inquiries, and manage online community presence

3. Creative & Production Management

- Oversee graphic design, video production, and photography
- Ensure high-quality creative output aligned with brand standards
- Coordinate development of marketing and promotional materials
- Maintain consistency in visual identity across all channels

4. Campaign Execution & Activation

- Support digital execution for events, health talks, screenings, and campaigns
- Coordinate campaign rollouts across multiple digital channels
- Support initiatives for GP, corporate, insurance, and international segments

5. Performance Tracking & Optimization

- Track and analyze campaign performance (reach, engagement, leads, conversion)
- Provide insights and recommendations to improve campaign effectiveness
- Optimize campaigns to improve ROI and cost efficiency

6. Stakeholder & Internal Coordination

- Work closely with Business Development, IPC, doctors, and operations teams
- Align digital campaigns with referral, partnership, and patient conversion strategies
- Support internal departments with branding and communication requirements

Academic qualifications

- Bachelor's degree in marketing, Digital Media, Communications, or related field

Skills and experience required

- Minimum 3–5 years of experience in digital marketing, social media management, or content development
- Strong experience in managing digital campaigns, social media platforms, and online engagement strategies
- Prior experience working within a hospital or healthcare environment is an added advantage, with understanding of healthcare services, patient journey, and medical marketing requirements
- Experience in content creation, video production, and creative coordination
- Proficiency in digital tools such as Meta Ads, Google Ads, analytics platforms, and content management systems
- Strong understanding of branding, audience targeting, and digital marketing trends.

Cross-Functional & Strategic Capability

- Ability to work closely with Local Marketing and International Marketing teams to support integrated campaigns and market expansion
- Experience supporting multi-segment campaigns (GP, corporate, insurance, international) is an added advantage
- Strong coordination skills with internal stakeholders including doctors, operations, and business development teams

Data & Performance Management

- Ability to analyse campaign performance data and optimize strategies for lead generation and conversion
- Strong understanding of digital KPIs, ROI tracking, and campaign effectiveness

Core Competencies

- Creative thinking with strong storytelling and content development ability
- Strong communication and coordination skills
- Results-driven with performance-oriented mindset
- Ability to work in a fast-paced, multi-project environment
- Strong understanding of healthcare communication and patient journey, with the ability to translate medical services into clear, engaging digital content that supports patient acquisition and conversion funnel optimization