



PR/115479 | Marketing Director (Phuket)

Job Information

Recruiter

JAC Recruitment Thailand

Job ID

1513127

Industry

Healthcare, Nursing

Job Type

Permanent Full-time

Location

Thailand

Salary

Negotiable, based on experience

Refreshed

January 7th, 2025 15:00

General Requirements

Minimum Experience Level

Over 3 years

Career Level

Mid Career

Minimum English Level

Business Level

Minimum Japanese Level

Business Level

Minimum Education Level

Associate Degree/Diploma

Visa Status

No permission to work in Japan required

Job Description

Our client is a private hospital.

We are seeking an accomplished and strategic Marketing Director to lead and oversee all marketing activities. The ideal candidate will have a proven track record in healthcare marketing, exceptional leadership skills, and the ability to drive growth through innovative marketing strategies. This role is critical in positioning the hospital as a leader in patient care and ensuring our services are effectively communicated to the community.

Responsibilities:

- Develop and implement a comprehensive marketing strategy that aligns with the hospital's goals and objectives.
- Oversee the creation and execution of marketing campaigns to promote hospital services, specialties, and medical programs.
- Conduct market research to identify trends, opportunities, and competitive positioning, and apply findings to marketing strategies.
- Manage the hospital's brand identity and ensure consistent messaging across all marketing channels.
- Lead digital marketing initiatives, including website management, SEO, SEM, social media, and email marketing.

- Foster relationships with key stakeholders, including physicians, department heads, and community leaders, to support marketing initiatives.
- Plan and coordinate events, health fairs, seminars, and other community outreach programs to enhance the hospital's visibility and engagement.
- Monitor and analyze the performance of marketing campaigns, using data to drive decision-making and optimize ROI.
- Manage relationships with external vendors, advertising agencies, and media partners.
- Oversee the marketing budget, ensuring efficient allocation of resources to maximize impact.
- Lead, mentor, and develop the marketing team, fostering a culture of innovation, collaboration, and excellence.

Top of Form

Bottom of Form

Requirements

- Bachelor's degree in Marketing, Communications, Business Administration, or a related field; Master's degree preferred.
- Minimum of 10 years of experience in both local and international marketing, with at least 7 years in a leadership role, preferably in the healthcare or hospitality industries.
- Deep understanding of healthcare marketing, patient acquisition strategies, and regulatory compliance.
- Proven ability to develop and execute successful marketing strategies that drive growth and brand awareness.
- Exceptional leadership and team management skills, with the ability to inspire and motivate a diverse team.
- Strong analytical and problem-solving skills, with the ability to interpret data and make data-driven decisions.
- Excellent communication and interpersonal skills, with the ability to build relationships and influence stakeholders at all levels.
- Proficiency in digital marketing tools, CRM systems, and analytics platforms.
- Good in both Thai and English.

If you are interested, please submit your CV by clicking the 'APPLY' or send it to pacita.phaohusara@jac-recruitment.com

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Company Description