



## THE NAIROBI HOSPITAL

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### Career Opportunity

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The Nairobi Hospital, a leading health care institution in Eastern Africa has an excellent career opportunity for an individual who possesses a passion for excellence, strong work ethic, results oriented and committed to continuous improvement. The successful candidate will be a team player with the ability to effectively add value to enabling good patient outcomes and shape best clinical and non-clinical practice in line with our Strategic Plan (2019-2024).

#### **HEAD OF BUSINESS DEVELOPMENT, MARKETING AND CSR**

**REF: TNH/HHR/HBD/02/2024**

The overall purpose of this job is to develop and oversee execution of the Hospital's business development, marketing and CSR strategy in order to build brand awareness and generate business leads for the Hospital's services in line with the Hospital's strategic objectives.

#### **ROLES AND RESPONSIBILITIES**

- Develop and ensure execution of the Hospital's business development, marketing and CSR strategy in line with the overall business strategy;
- Oversee strategic approaches and priorities for market initiatives based on comprehensive analysis of market conditions, relevant technologies, and best practices to drive progress of the Hospital.
- Provide strategic oversight and tactical guidance on marketing initiatives that will help the Hospital market its products and services.
- Review details of the Hospital's marketing plans, programs or campaigns in the context of understanding the larger business picture.
- Research, analyse, and compile information on target markets to improve organizational understanding of the markets.
- Provide strategic and tactical guidance on marketing initiatives that will help the Hospital market its products and services.
- Develop annual marketing plan, tactics, and resources necessary to achieve effective marketing and communication goals.
- Oversee brand development and management activities and implement branding guidelines and standards across the Hospital.
- Define the Hospital's brand positioning in order to capture brand territory for the Hospital;
- Drive the Hospital's brand awareness through advertising on various avenues including digital, print, and out of home platforms;
- Ensure internal alignment of marketing processes to the needs of the Hospital on an ongoing basis;

- Identify and define success matrix (KPIs) and determine the ROI of each marketing initiative undertaking for the Hospital;
- Oversee development of the Hospital's internal and external communications that will grow the Hospital's brand identity, broaden awareness of its programs and priorities, and increase understanding of the impact of its programmes across its stakeholders;
- Oversee the production, publication and distribution of high quality communication materials to stakeholders as per the Hospital's rules and procedures;
- Review and oversee the Hospitals Corporate Social Responsibility strategy, policy and procedures;
- Oversee the editorial design and direction for the Hospital across all properties such as websites, flyers, emails, newsletter, product news etc.;
- Review the executive management's press releases and express same in precise and attractive way without changing the original meaning;
- Ensure feasibility and appropriateness of all communication infrastructures within the Hospital; explore and review information to be released for public media;
- Coordinate and ensure that all Hospital events are organised effectively;
- Evaluate and address sponsorship requests in consultation with appropriate standards across the Hospital;
- Direct the Hospital's internal and external communications to ensure positioning of the hospital within the market place and general public;
- Identify, deploy and motivate the business development, marketing & CSR team including performance appraisal, identification of training needs, mentorship and coaching as well as leave and absence management in line with the hospital's people agenda; and
- Any other responsibilities that may be assigned to the job holder by the supervisor from time to time.

## **CORE COMPETENCIES**

### **Technical & Behavioural competencies**

- Proven track record in conceptualizing and implementing marketing and communication strategies
- Ability to establish clear metrics for marketing initiatives' effectiveness
- Sound knowledge of marketing, branding and advertising best practices
- Knowledge of Digital/Online/Social Media strategy, audience management and analytics
- Ability to identify and interpret consumer and market trend analysis
- Strong knowledge of public relations/media relations and corporate communications best practices
- Strategic mind set with ability to turn strategy into results
- High level interpersonal and cross-cultural skills.
- Must be a self-starter and highly organized.
- Ability to work well with people at all levels in the organization.
- Analytical, creative thinking and problem solving skills.
- Strong leadership skills

- Excellent communications skills
- Strong project management skills
- Strong persuasion and negotiation skills
- Flexibility and adaptability

#### **EDUCATION AND EXPERIENCE**

- Master's degree in Business Administration, Strategy, Marketing Management, Management or any other related field from a recognized institution.
- Bachelor's degree in Business Administration, Strategy, Marketing Management, Management or any other related field from a recognized institution.
- Professional qualifications in marketing or communication.
- Minimum of 10 years' experience in advertising or marketing preferably in an agency or consulting environment with 5 years at management level.

If your background, experience and competence match the above specifications, please send your application (Cover letter & CV/Resume) quoting the job reference number, testimonials and full contact details of 3 referees, to reach the undersigned not later than **28<sup>th</sup> March 2024**. **ONLY SHORTLISTED CANDIDATES** will be contacted. If you do not hear from us within two weeks post application, please consider your application unsuccessful.

Please note that The Nairobi Hospital **DOES NOT CHARGE ANY FEES** from applicants at any stage, nor has it engaged a third party to facilitate this hire.

All communications to successful candidates will be done using official contacts as listed on our website.

**Head of Human Resources**  
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**NAIROBI**  
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