

Tele-healthcare Evangelization Leader

“I have a strong inclination to work in healthcare organizations. I am passionate about the health state of people in my locality.

I am very good at evangelizing services of organizations that offer healthcare services to patients. These include:

- promoting a healthcare organization’s services and its various centers, programs and initiatives to the common masses
- supporting the business and community relations goals of hospitals by developing integrated marketing campaigns, managing the hospital’s website and social media accounts, and
- developing and distributing editorial content that tells the hospital’s story to key audiences.

I am entrepreneurial. That is,

- at one moment, I could do the above tasks;
- at another moment, I could arrange the office, prepare charts and documents, develop business plans;
- yet at another moment, I could clean the hospital, arrange food for patients and relatives, console patients and their relatives, walk a patient to its home, liaison with village transport facilities and government officials, calm down irate relatives and friends of patients.

I am one of them. **If I do not have any one or more of these elements, I can develop them fairly quickly.**

I am intricately knowledgeable about the entrepreneurial workings of early stage ventures.

- I have the passion for transforming a segment of the industry.
- I have the empathy to listen, adopt and commit to fast-growth objectives through my:
 - drive to contribute something significant that leaves a legacy behind.
 - insatiable hunger and commitment for achievements.
- I am willing to pay the price for this opportunity due to my:
 - stamina to sustain for a long period.
 - willingness to learn and grow.
 - motivation for significant personal and career growth, along with financial rewards. The rewards would be incomparably and significantly higher than other opportunities.”

Do you claim the above?

This leader would run the day-to-day evangelization and marketing initiatives of this company and enable its rapid growth. This leader will merge leadership and business growth and performance, with the higher purpose of transforming the healthcare industry.

Not every leader would have every element of the description below, but they would have significant overlap with it. If a candidate does not have any one or more of these elements, he / she should be able to pick things up fairly quickly.

Responsibilities

This leader will be responsible for all aspects of developing marketing strategies and executing them to drive business goals and to support priority service lines, patients, clinical programs, research initiatives, and fundraising. In general,

- develop effective strategies and marketing plans and put them into action.
- manage accounts in a region, creatively execute, manage projects, prepare budget, track results and multi-disciplinary leadership of marketing programs for key departments and initiatives within the hospital.
- serve as an account lead of various hospital locations of this company.
- identify patient and staff targets.
- mobilize key physicians, nursing and paramedic staff, and mass communities.
- develop strategic marketing and communications plans to promote the services and brand of this company.
- manage project teams, supervise content development and is accountable for timelines and implementation of the marketing programs. S/he will work across the organization to review and approve all marketing communications developed in the service lines and the organizational priority areas s/he serves.

Duties

Marketing

- Develop comprehensive marketing strategies to achieve business and communications goals for the company, key service lines, centers, and departments.
- Serve as primary contact and client lead (account manager) for hospital locations.
 - Understand their business needs,
 - develop marketing strategies and
 - project manage marketing campaigns to successful conclusion.
- Provide leadership and counsel on brand positioning and message development for key service lines.
- Collaborate with the company's organizational leaders and other key internal stakeholders to understand business goals and challenges in order to guide them in developing appropriate and effective marketing communications programs.
- Regularly convene key stakeholders across the organization to ensure integrated, well-coordinated marketing plan implementation.
- Create, deliver, and manage strategic, actionable, on-brand content that has a consistent look and feel across multiple channels.

Operational

- Manage implementation of service line marketing initiatives, aligning digital marketing and public affairs where applicable for consumer and physician-to-physician communications.
- Manage development of materials, which may include brainstorming concepts, drafting creative briefs, copy writing, editing and managing the production of collaterals.
 - Develop publications, direct mailers, brochures and outreach communications materials.
 - Lead the facilitation of interviews and development of content through a message mapping process to identify key communication platforms.
- Manage production efforts, schedules and allocate internal resources to projects.

Communications support

- Ensure that projects support marketing plans and strategies.
- Follow guidelines regarding the hospital's brand style guidelines.
- Maintain consistency with communication standards and are completed on time and on budget.
- Work with community groups to explore their needs and abilities, and to agree on solutions.
- Help communities to share knowledge and resources effectively.
- Set up new services.

Organizational

- Recruit and train paid and voluntary staff.
- Develop and put in place robust measurement plans that support effective evaluation of campaign success and learning via test and control techniques and also take advantage of digital tools for tracking performance.

Administrative

- Manage budgets—including monitoring, projecting, allocating and reconciling department funds.
- Work directly with senior level physicians and direct vendors.
- Monitor and report to organizational leadership on the effectiveness of marketing plans.

Skills

A demonstrated track record of proven results in evangelizing new frontiers in the industry. A trusted leader with an exceptional track record of developing pragmatic strategy and then executing it in a disciplined, urgent and competitive manner, leading to outstanding measurable results. In general, this successful leader would have:

General skills include:

- Multidimensional leader with robust strategic, analytical, creative and project management skills
- Expertise in the development of marketing strategy and tactics
- Account management and project management skills
- Interpersonal communication skills, including superior writing and editing skills
- Comfortable with ambiguity
- Fluent in cutting-edge digital marketing techniques
- Ability to develop and deliver presentations to large groups
- Ability to lead and support projects and teams, and collaborate with individuals at all levels within the organization
- Strategic thinking
- Committed to teamwork and collaboration
- Strong project management, multi-tasking, and budgeting skills
- Proficient in Microsoft Word, Excel, and PowerPoint
- Expertise in campaign measurement design and implementation
- Bright, competitive, resourceful, general management experience.
- A strong communicator and with strong business development skills who instills confidence in the customer.
- Tough minded. Sound decision maker. Strong analytical and planning skills. Organized, detailed. Natural leader.
- Previous healthcare experience a plus. Proven work experience as a pharmacist, pharmacy leader or relevant role
- Ability to understand and navigate the complex health system
- Knowledge of healthcare regulations and medical law
- Understanding of medical terminology
- Experience with administrative and accounting procedures

- Familiarity with databases and spreadsheets (especially MS Excel)
- Strong organizational and time-management skills
- Communication skills with a problem-solving attitude

Education

A bachelor's or master's degree in mass communications, sociology, psychology, education, public health, business management or urban and rural planning with focus on rural, mass community healthcare.