



<https://viroc.in/career/assistant-manager-pr-2/>

## Assistant Manager PR

### Description

The Assistant Manager PR will be responsible for managing and enhancing the public image of the hospital through effective communication and relationship-building strategies. This role requires a dynamic individual who can manage multiple PR activities, engage with various stakeholders, and ensure a consistent and positive representation of the hospital's brand.

### Responsibilities

1. **Corporate Relations:**
  - Develop and sustain partnerships with corporate entities.
  - Coordinate corporate social responsibility (CSR) activities and sponsorships.
2. **Doctor Relations:**
  - Foster strong relationships with doctors and healthcare professionals.
  - Organize meetings and events to engage the medical community.
3. **Social Relations:**
  - Manage the hospital's social media platforms and online presence.
  - Create and implement social media campaigns to boost the hospital's visibility.
4. **Patient Engagement:**
  - Develop programs to enhance patient satisfaction and experience.
  - Act as a liaison between patients and the hospital to address concerns and feedback.
5. **Camps, Seminars, and CMEs (Continuing Medical Education):**
  - Plan and coordinate medical camps, educational seminars, and CME events.
  - Handle logistics, invitations, and follow-up activities for these events.
6. **Event Management:**
  - Organize and oversee PR events, including press conferences and health fairs.
  - Ensure all events align with the hospital's branding and strategic goals.
7. **Follow-up Communication:**
  - Conduct follow-up calls with patients, corporate partners, and event participants.
  - Maintain a log of communications and feedback received.
8. **Data Management:**
  - Manage PR-related data, including media contacts, event attendance, and patient feedback.
  - Analyze data to measure the effectiveness of PR strategies and campaigns.
9. **Collaboration:**
  - Work closely with the marketing, communications, and medical teams to ensure cohesive PR efforts.
  - Collaborate with external agencies and vendors as needed.

### Hiring organization

VIROC Super specialty Orthopedic Hospital

### Employment Type

Full-time

### Beginning of employment

Immediate

### Duration of employment

Full time

### Industry

Healthcare

### Job Location

Anand

### Working Hours

10 am to 6 pm

### Base Salary

Rs. 3,00,000

### Date posted

June 6, 2024

### Valid through

31.07.2024

## **Qualifications**

- MBA or Master's degree with a minimum of 2 years of relevant experience.
- Graduate degree with a minimum of 6 years of relevant experience.