

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, Permanent

Industry

Healthcare

Job Location

Vadodara

Working Hours

10 am to 6 pm

Base Salary

Rs. 3,00,000

Date posted

June 4, 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.