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## Executive PR

### Description

The Executive PR will be responsible for managing public relations activities to enhance the hospital's image and build strong relationships with key stakeholders. This role requires excellent communication skills, strategic thinking, and the ability to manage multiple PR initiatives effectively.

### Responsibilities

1. **Corporate Relations:**
  - Develop and maintain relationships with corporate partners.
  - Facilitate corporate partnerships and collaborations.
2. **Doctor Relations:**
  - Build and nurture relationships with doctors and medical professionals.
  - Coordinate with the medical team for PR activities.
3. **Social Relations:**
  - Manage the hospital's social media presence and public relations campaigns.
  - Engage with the community and foster positive social relations.
4. **Patient Engagement:**
  - Enhance patient satisfaction through effective communication and engagement strategies.
  - Address patient queries and feedback promptly.
5. **Camps, Seminars, and CMEs:**
  - Organize and manage medical camps, seminars, and Continuing Medical Education (CME) events.
  - Handle logistics, invitations, and follow-up activities for these events.
6. **Event Management:**
  - Plan and execute PR events to promote hospital services.
  - Ensure successful event management and participation.
7. **Follow-up Communication:**
  - Conduct follow-up calls with patients and stakeholders as needed.
  - Maintain detailed records of communications.
8. **Data Management:**
  - Manage PR-related data, including media contacts, event attendance, and patient feedback.
  - Ensure the accuracy and confidentiality of data.
9. **Collaboration:**
  - Work closely with all departments to ensure cohesive PR strategies.
  - Collaborate with external agencies and vendors as needed.

### Qualifications

- MBA or Master's degree (Freshers are welcome)
- Graduate with a minimum of 2 years of relevant experience.

### Hiring organization

VIROC Super specialty Orthopedic Hospital

### Employment Type

Full-time

### Beginning of employment

Immediate

### Duration of employment

Full Time

### Industry

Healthcare

### Job Location

Vadodara

### Working Hours

10 am to 6 pm

### Base Salary

Rs. 1,80,000

### Date posted

June 6, 2024

### Valid through

31.07.2024