



M. P. SHAH HOSPITAL

JOB VACANCY

M P Shah Hospital is looking to recruit an ambitious and career driven person for a vacancy in the following position:

SOCIAL MEDIA AND MARKETING EXECUTIVE

Manage all social media channels and campaigns to sustain an engaging audience experience, to increase audience satisfaction; maximise profits through developing sales strategies that match customer requirements and by promoting products, services or ideas.

Key Responsibilities & Duties:

- Oversee all company social media accounts management.
- Develop engaging, creative, innovative content for regularly scheduled posts, which enlighten audiences and promote brand-focused messages.
- Coordinate social media messaging with all departments and quarterly or seasonal hospital goals.
- Manage social media team members, including copywriters and other content creators, by overseeing their work and offering guidance or direction.
- Audit and analyses social media presences, including digital advertising costs and returns.
- Analyze social media campaigns with tracking systems to gather visitor data and determine efficacy and areas for social media campaign improvement.
- Work with other departments to develop social media timelines coinciding with new product releases, ad campaigns, or other brand messages.
- Monitor and develop reports on competitor activity within social media spaces.
- Build and execute social media strategy through competitive research, platform determination, benchmarking, messaging and audience identification.
- Generate, edit, publish and share daily content (original text, images, video or HTML) that builds meaningful connections and encourages community members to take action.
- Conduct research and analyze data to identify and define audiences.
- Manage promotional activities.
- Organize events and product exhibitions.
- Update databases and use a customer relationship management (CRM) system.
- Coordinate internal marketing and an organization's culture.
- Track media coverage and follow industry trends.
- Oversee marketing campaigns.
- Prepare and submit public relations reports.

Minimum Requirements:

- Degree in marketing or any other relevant field.
- Extensive knowledge of social media platforms.
- Proficiency in computer software.
- Ability to create content.
- Strong verbal and written communication skills.
- Excellent customer service skills.

Interested candidates are kindly encouraged to forward their CVs and application letters to recruitment@mpshahhosp.org clearly indicating on the subject of the email the position applied for, on or before **12th December, 2017**.