

## Marketing and Communications Specialist

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Company: MANZIL HEALTH CARE SERVICES

Location: united arab emirates

Category: other-general

Posted On 12/07/2023 Job Information Work Experience 1-3

years City Dubai State/Province 337-1500 Job Description We are seeking a versatile Marketing and Communications Specialist to join our team. The ideal candidate will have a strong background in content creation, event coordination, and digital marketing. They will be responsible for managing our online presence, executing marketing campaigns, and collaborating with external partners. This individual will play a key role in driving brand awareness, lead generation, and patient engagement efforts. Responsibilities: Develop and manage webinars, physical and virtual events, including coordination with speakers, vendors, and partners. Produce engaging content for PR communications, websites, social media, and newsletters, ensuring brand consistency across all platforms. Create and modify creative assets, such as infographics, digital presentations, and marketing materials. Manage marketing campaigns, monitoring and analyzing performance to optimize results. Drive lead generation efforts, collaborating with the sales team to nurture and convert leads. Foster brand awareness and maintain brand identity, developing branding guidelines and templates for communication and presentation materials. Plan and execute patient engagement activities, ensuring accurate information and collaboration with healthcare professionals. Design, build, and maintain the organization's online presence, managing SEO, SEM, and website performance. Create and manage online advertising, including ad creation, budgeting, and performance optimization. Collaborate and negotiate with agencies and other vendor partners to secure optimal agreements and maintain strong relationships. Identify industry trends and insights to inform marketing and content strategies, staying

updated on best practices and developments. Requirements Bachelor's degree in Marketing, Communications, or related field. Proven experience in content creation, event management, and digital marketing. Strong knowledge of online advertising platforms and strategies. Excellent writing, communication, and presentation skills. Ability to collaborate effectively with internal and external partners. Strong analytical skills and the ability to use data to drive decision-making. Proficiency in graphic design and design software is a plus. Detail-oriented and able to manage multiple projects simultaneously. Passion for staying up-to-date with industry trends and best practices.

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