



Assistant Manager - Corporate Communication & Branding

Key Duties & Responsibilities

- Drafting specific MarCom plans for medical specialties and sub services.
- Responsible for Internal and external branding and activating ATL/ BTL & TTL tasks.
- Coordinating TV / Radio /Social Media & Press campaigns to ensure success of the activities.
- Accountable for marketing expenses and the effective utilization of the marketing budget.
- Aligning communication activities to meet the corporate plan and ensure regular appearance of Durdans Hospital in all social media platforms.
- Coordinating and participating exhibitions, sponsorship events, promotional activities etc.
- Developing new communication material and corporate literature for the hospital.
- Mentoring and developing the skills of marketing communication staff.
- Preparation of updated analytical reports.

Ideal Candidate Should Possess

- Degree/ Diploma in Marketing or full / part qualification in CIM / SLIM.
- Minimum 03 years experience in the Communication and Branding field in a similar capacity.
- Hands on experience in Digital Marketing will be a definite advantage.
- Previous experience in Healthcare industry will be an added advantage.
- Excellent communication skills in Sinhala and English languages.
- Fluency in Tamil language will be an added advantage.
- Should be organized, dynamic and self-disciplined.
- Willingness to adapt to new/changing work environment.
- Should be a good team player.

We are on the lookout for **motivated, competent and result oriented individuals** to join our team