

CGHS Marketing Manager

Qualification Graduate

Experience 2-5 Years

Job description :

- You will report to COO/MD
- You will be responsible for all GOVT & PVT PANNEL patients and their proper treatment.
- You have to build the facilitator network and increase the volume of GOVT & PVT PANNEL patients in the hospital.
- You will be responsible for keeping the Hospital Policy intact as far as marketing is concerned.
- You will be responsible for liasioning with the embassies to increase the GOVT & PVT PANNEL patient volume.
- You will be allocated sale targets from time to time and will be required to achieve them:
 - Existing average in a month
 - Required in a month
- You will report in the morning to your boss to discuss & decide the day's schedule.
- You will maintain daily job diary and will submit weekly report to reporting officer.
- During morning hours you are supposed to go and meet the international patients for feedback about the hospital services and take care of their problems if any.
- You will coordinate with the doctors and the patients for service standards.
- You will make sure that the full payment is made before discharge.
- You will assist patient as and when required and solve all his problem.
- You have to write in & out details in the movement register kept at the main gate while going out on official duty.
- You will be responsible to update your knowledge for new arrivals as far as equipments & medical facilities are concerned so that you can promote them in the market as well.
- You will have to keep your knowledge up to date about any change in the hospital policy.
- Your behaviour should be polite and cooperative towards your colleagues and patients.
- You should obey your seniors and are supposed to maintain a high level of Discipline.
- You should try to be available on call in Emergency situations.
- While on duty, you are supposed to wear 'Identity – Card' for identification purpose.
- A prior notice of one week for leave is required and in case you want to leave the job, a notice of two months is a must.
- You should follow the 'Quality Policy' of the hospital and try to put in your best to attain the 'Objective and Targets' of the hospital.
- You should be making arrangements for your substitutes in case of the absence.