JOB VACANCY ANNOUNCEMENT

Addis Hiwot General Hospital

Addis Hiwot General Hospital is a leading healthcare provider dedicated to delivering compassionate, high-quality medical services to our community. We are committed to excellence in patient care and are looking for dedicated professionals to join our growing team.

We are currently seeking to fill the following position:

Position: Marketing Manager

Job Summary	Addis Hiwot General Hospital is looking for a dynamic and highly qualified Marketing Manager to lead our marketing and strategic growth initiatives. This unique role requires a blend of clinical understanding, public health principles, and business acumen to effectively promote our services, build strong community and corporate relationships, and drive the hospital's strategic objectives.
Key Responsibilities	• Develop and execute comprehensive, data-driven marketing and communication strategies to enhance the hospital's brand and increase patient volume. • Lead market research and analysis to identify patient needs, healthcare trends, and opportunities for service expansion. • Manage the hospital's brand identity, digital presence (website, social media), public relations, and advertising campaigns. • Plan, manage, and oversee health-focused promotional events, community outreach programs, and corporate partnership initiatives. • Collaborate closely with clinical and administrative departments to ensure marketing efforts are aligned with hospital operations and quality of care. • Track, analyze, and report on the performance and ROI of all marketing activities.
Required Qualifications	• **Medical Doctor (MD) degree is mandatory.** • **Master's degree in Public Health (MPH).** • Advanced degree or significant demonstrable experience in **Health Economics**. • Proven experience or formal training/certification in **Project Management**. • **A minimum of two (2) years of relevant professional experience**, with a strong background in **hospital administration or healthcare management.** • Exceptional strategic thinking, leadership, and analytical skills.

	• Outstanding communication, negotiation, and interpersonal abilities.

How to Apply

Instructions	Interested and qualified applicants who meet the above criteria are invited to submit their application, including a cover letter, a detailed CV, and copies of relevant academic and professional credentials.
Send Application To	Please send your complete application package via email to: **info@addishiwotgeneralhospital.com**
Important Note	Please make sure to mention the specific position title you are applying for (**"Marketing Manager"**) in the subject line of your email.
Application Deadline	July 18,2025

Addis Hiwot General Hospital is an equal opportunity employer.
Join us in our mission to provide exceptional healthcare to our community!