

Marketing and Business Development Manager - Singapore

Primary objective/Principle Responsibility:

This role will report to the Managing Director with a dotted line to the Group General Manager, Business Development and is a key member of the operational team.

The role will be part of the growth of a business, and you want to make a difference. It will build relationships and manage multiple stakeholders with ease and develop innovative strategies to grow businesses, build connections and drive productivity in teams. The aim of the role is to build market share, expand referrer networks and grow our doctors' practices.

Specific Responsibilities/Accountabilities:

- Develop and implement the marketing plan for Virtus Fertility Centre
- Build long-term and mutually beneficial relationships with our fertility specialists across Singapore, identifying areas of growth for their respective practices.
- Provide input into the marketing plan to ensure there is strong alignment and support of the business development & professional education program
- Develop long-term strategies to drive growth and awareness across consumer and referrers markets in Singapore in conjunction with the Managing Director
- Develop & implement specific referrer introduction plans for Virtus fertility specialists to create and build a referrer network
- Analyse annual referral data to identify business development & education activities are strategically positioned in line with marketing strategies and are executed according to plan.
- Identify rising business opportunities through the analysis of market insights across Singapore, in conjunction with the Managing Director.
- Identify new channels to drive leads and appointments into our fertility businesses
- Identify and execute key opportunities to build long-term and productive referrer relationships, and grow our local referrer networks.
- Develop innovative ways of connecting with consumer and referrer markets.
- Assess the performance of business & education activities through analysis of attending referrers at educational events and corresponding referrals generated.
- Analyse referrer reports and activity forecasts to contribute to best practice and ensure they are presented in a timely manner to the Managing Director
- Be responsible for the social media content related to Virtus Fertility Centre
- Liaise with local Media and PR agencies as required to promote the clinic and its service
- Facilitate open communication and relationships across all stakeholders.
- To participate in and contribute to work groups established from time to time focused on areas of significance to the broader interests of Virtus but not necessarily directly related to marketing functions.
- Ensure all local business development and marketing activities comply with Singapore legislation, MOH requirements, legal demands and ethical standards.
- In all transactions ensure compliance to various legislative and regulatory requirements including but not limited to Trade Practices, Privacy and Code of Conduct.

Desirable Qualifications/Education:

- Minimum Business or Science related Bachelor level degree

Required Skills:

- Strong, adaptable leadership style with the capacity to motivate and empower colleagues whilst continuously remaining focused on optimising performance and outcomes
- Demonstrated ability to design and implement business development strategy and plans that are data driven and align with broader business objectives
- Ability to manage senior stakeholders in a professional and credible manner
- Exceptional communication and negotiations skills
- Ability to build positive networks and working relationships both internally and externally
- Strong presentation skills
- Resilient, hard-working and a team player.
- Experience in the Singapore healthcare market

Experience:

- Minimum 5 years' experience in a senior sales role in the healthcare or pharmaceutical industry
- Designing and implementing strategic sales and sales territory plans

This role is located in Singapore.

How to apply:

Send your cover letter and CV to Teena Pisarev: hr@ivf.com.au