

Role Summary:

Reporting to the Chief Executive Officer, the Head of Marketing, Brand, and Communications will be responsible for overseeing all aspects of AGC Tenwek Hospital and all its institutions' marketing, public relations, social media, and community engagement strategies. This role will play a key role in amplifying AGC Tenwek Hospital's position as a leader in healthcare services while maintaining and enhancing its reputation of spiritual ministry and compassion in the community.

Duties & Responsibilities:**1. Marketing Strategy and Planning**

- Develop and execute a comprehensive marketing strategy that aligns with the hospital's vision and business goals.
- Identify key marketing opportunities to attract new patients and increase engagement with existing ones.
- Oversee the planning and execution of multi-channel marketing campaigns, including digital, print, and outdoor advertising.

2. Brand Development and Management

- Lead brand positioning and development to strengthen the hospital's image as a trusted healthcare provider.
- Ensure consistent application of brand guidelines across all touchpoints, both online and offline.
- Continuously assess and improve brand perception and hospital reputation through various channels.

3. Digital Marketing and Social Media

- Develop and execute a robust digital marketing strategy, including social media, website content, SEO, and online advertising.
- Monitor trends in healthcare marketing and leverage emerging technologies to keep the hospital's digital presence regularly updated.
- Manage content creation and messaging to ensure that it resonates with target audiences.

4. Public Relations and Communications

- Develop and implement effective communication strategies to engage both internal and external audiences.
- Oversee media relations and manage crisis communications when necessary.
- Organize and execute events, press releases, and public announcements to promote hospital milestones, services, and achievements.

5. Internal Communications

- Foster positive relationships with staff and healthcare professionals to ensure consistent internal messaging.
- Ensure hospital staff are informed and engaged through internal newsletters, intranet updates, and staff meetings.

6. Community Engagement and Corporate Social Responsibility (CSR)

- Build and maintain relationships with key community organizations and healthcare influencers.
- Drive CSR initiatives and promote hospital involvement in health education, awareness programs, and outreach.

7. Market Research and Analytics

- Conduct market research to understand patient needs, industry trends, and competitor strategies.
- Use data-driven insights to measure the effectiveness of marketing initiatives and continuously optimize strategies.

8. Team Leadership and Development

- Lead and manage the public relations, marketing and communications teams, ensuring alignment with organizational goals.
- Provide mentorship and professional development opportunities for team members.
- Set performance goals, track KPIs, and ensure high standards of creativity and execution.

Qualifications, knowledge and skills

- Bachelor's or Master's degree in Marketing, Communications, Business Administration, or a related field.
- At least 8-10 years of experience in marketing, brand, and communications, with at least 5 years in a leadership role within the healthcare sector or a related industry.
- Proven experience in digital marketing, brand management, public relations, and content development.
- Strong leadership skills with the ability to motivate and lead a diverse team.
- A committed Christian
- Exceptional written and verbal communication skills.
- Strong understanding of healthcare industry trends and the ability to adapt marketing strategies accordingly.

Attributes

- Strategic thinking and problem-solving skills.
- Ability to manage multiple projects and prioritize effectively.
- In-depth knowledge of digital marketing platforms, social media, and SEO best practices.
- Strong interpersonal and relationship-building skills with external stakeholders.
- Analytical mindset with the ability to use data to drive decisions.
- Creative, forward-thinking, and able to manage innovation within marketing initiatives.
- Familiarity with healthcare regulations and ethical marketing practices

HOW TO APPLY:

Interested candidates who meet the above criteria should send their applications to ceo@tenwekhosp.org on or before **25 July 2025** enclosing:

- Resume, Cover Letter & Statement of Faith*

**What is a statement of faith?*

A statement of faith should describe your Christian faith and how you see it as relevant to your involvement with Tenwek Hospital. The statement can either be incorporated into the cover letter or submitted as a separate document and should include, at a minimum, a description of your spiritual disciplines (prayer, study, etc.) and your current fellowship or place of worship.