

## Job Specification: Marketing Manager, Philippines

### Overview of reach52 and Our Work

reach52 is a social enterprise that provides affordable, accessible healthcare to low- and middle-income communities where access is low or non-existent. Essential health services don't reach 52% of the planet, and we're on a mission to change this driven by our purpose 'to make healthcare go further, so every community can thrive'.

We create end to end, sustainable healthcare solutions in these communities in 3 key ways: 1-Award-winning reach52 tech and data that enable profiling, screening, and an online marketplace delivering medicines and insurance direct into the communities. 2. Equipping members of the communities to run these services for their communities, and 3. Partnering with governments and foundations to deliver targeted public health solutions, and the private sector to provide the affordable medicines, diagnostics and microinsurance the communities need most.

Our innovative approach enables us to leapfrog the barriers of traditional health systems and accelerate healthcare for all. Our partners range from organisations such as Novartis Social Business and DBSF to the World Economic Forum and Facebook.

### Overview of the Role

We are looking for a highly motivated Marketing Manager to develop, manage and implement marketing solutions and initiatives across the reach52 organisation. This encompasses community engagement initiatives across our priority health areas (NCDs, Infectious Diseases, and Maternal and Child Health), as well as marketing reach52 for business to attract and grow relationships with private sector partners. In particular, we are looking for an individual with strong digital marketing skills, able to design, manage and optimise our website, search, social and e-marketing programmes for the communities and our partners. The right person will be self-starter with the ability to work effectively in fast paced, start up environment, and a passion for creating healthcare and opportunity for all.

**Title:** Marketing Manager

**Project Duration:** Full time with 6-month probation period

**Start Date:** ASAP

**Location:** Manila or Singapore

**Reporting to:** Marketing Manager

### Role Scope and Responsibilities

The core role scope and responsibilities of the Marketing Manager will be:

- Work with the CMO to develop marketing strategies & plans for the communities and our public/private sector partners
- Manage and co-ordinate integrated on/offline communication campaigns for the communities in the Philippines, Cambodia and new countries planned
- Develop and deliver demand generation programmes to acquire and retain public and private sector partners
- Design, implement and optimize social media programmes (in particular LinkedIn, Facebook and twitter) to drive awareness, engagement and conversion

- Manage the reach52 website and all search engine optimization activity (working with our external agency)
- Oversee the reach52 database, CRM and e-marketing programmes
- Manage the in-house design team and agencies to create a wide range of core marketing materials
- Set KPIs, and monitor, report on and optimise the effectiveness of all marketing communications.
- Lead internal engagement and comms to ensure reach52 teams 'live the brand' and support marketing's goals across the business
- Analyze agency relationships and martech platforms, and provide recommendation to optimise marketing performance

### Person Specification

The ideal candidate will have:

- Bachelor's Degree in Marketing, Business, Communications or related field
- 5-8 years' experience in marketing & communications
- Strong experience in designing and managing digital marketing programmes
- Knowledge of healthcare is an advantage but not essential
- Strong people management and presentation capabilities
- Knowledge of technology-driven and digital-centric distribution models
- Excellent written and verbal communications skills
- Growth mindset with passion for delivering healthcare for all

*Interested candidates may send in their CV and cover letter to [operations@reach52.com](mailto:operations@reach52.com)*