Marketing Manager

Hiring organization
DOCTOR'S CASE MEDICALS

Job Location
ISHAKA, 500, Bushenyi District, Western, Uganda

Date posted
May 11, 2026

Description
Job description

Position title: Marketing Manager

Reports to: Managing Director

Location: Ishaka-Mbarara

Job Purpose

To drive brand visibility by developing and executing effective marketing strategies, strengthening the hospital's reputation, and promoting services to enhance patient engagement and revenue.

Responsibilities
Key Responsibilities

1. Promote hospital services, specialties, and health programs to increase patient volumes.
2. Manage brand positioning and ensure consistent messaging across all channels.
3. Plan and execute community outreach, health campaigns, and partnerships.
4. Collaborate with clinical teams to package and promote services effectively.
5. Monitor marketing performance and optimize campaigns for ROI.

Qualifications
Bachelor Business Adminstration/Marketing Option

At least one year of experience.

Languages

Runyakitara or Luganda, English and others