

Azeezia Medical College Hospital

Job Description-

Position Title: Referral Marketing Executive

Department: Marketing

Location: Azeezia Medical College Hospital, Adichanalloor, Kerala

Reporting To: Marketing Manager / Marketing Head

1. Position Overview

The Referral Marketing Executive is responsible for building, strengthening, and managing relationships with external referring doctors, clinics, diagnostic centers, and healthcare partners to increase patient referrals to Azeezia Medical College Hospital. The role requires proactive field engagement, strong communication skills, and consistent follow-up to drive patient inflow and brand goodwill.

2. Key Responsibilities

A. Referral Relationship Management

- Maintain strong, professional relationships with referring doctors, clinics, and partner institutions.
- Conduct regular visits, meetings, and follow-ups with referral sources.
- Identify potential new referral partners and establish connections.
- Ensure timely communication regarding patient updates, services, and new facilities.

B. Field Marketing Activities

- Plan and execute field visits across assigned territories.
- Attend and represent the hospital in community events, medical association gatherings, and outreach programs.
- Support medical camps, CMEs, and awareness programs to enhance hospital visibility.

C. Information & Service Coordination

- Coordinate with hospital departments to ensure smooth service experience for referred patients.
- Provide referral partners with updated information on doctors, specialties, OP timings, and new services.
- Track referred patients and ensure feedback is shared with referring doctors.

D. Reporting & Data Management

- Maintain a daily/weekly visit report, referral source list, and performance metrics.

- Submit market insights, competitor activity, and field feedback to the Marketing Manager.
- Track and report referral trends, conversion rates, and area-wise growth opportunities.

E. Branding & Promotion Support

- Distribute promotional materials (flyers, brochures, doctor profiles, OP schedules).
 - Assist in planning and executing local branding activities in collaboration with the design/digital team.
 - Ensure hospital brand guidelines are followed in all external communication.
-

3. Skills & Qualifications Required

Educational Qualifications

- Bachelor's degree in Marketing, Business Administration, Healthcare Management, or related field.
- MBA/PGDM preferred (not mandatory).

Experience

- 1–3 years of compulsory experience in healthcare marketing, referral marketing, or field sales.
- Experience in hospital marketing or pharmaceutical field work is an added advantage.

Skills

- Strong communication and interpersonal skills.
 - Ability to build and maintain long-term professional relationships.
 - Good knowledge of local geography and healthcare landscape.
 - Proficiency in Malayalam and English (spoken & written).
 - Basic computer skills (MS Office, CRM tools preferred).
 - Self-motivated with strong planning and time-management abilities.
 - Willingness to travel extensively for field activities.
-

4. Personal Attributes

- Professional, confident, and presentable.
 - High level of integrity and reliability.
 - Strong customer service orientation.
 - Positive attitude with a collaborative approach.
-

5. Working Conditions

- Primarily field-based role with regular travel.
- May require occasional weekend or evening work for events or camps