



Advanced Veterinary Care Foundation

Position Title: Marketing Executive

Location: Small Animal Hospital, Mahalaxmi

Department: Marketing

Reports To: Head Hospital Administration & Services

Job Type: Full-Time

Position Overview:

The Assistant Manager Marketing at Small Animal Hospital will be responsible for supporting and executing marketing initiatives that promote the hospital's services, drive customer engagement, and build the hospital's brand presence within the local community. This role will focus on traditional, offline marketing strategies, including print, event management, public relations, partnerships, and community outreach.

Key Responsibilities:

1. Event Management & Community Engagement

- Plan, organize, and manage events such as health camps, adoption drives, pet care workshops, and pet-related activities.
- Develop strategies to engage with local communities and pet owners through events and collaborations.
- Build partnerships with local pet shops, pet-related organizations, and community groups to increase visibility and drive foot traffic.
- Oversee and coordinate participation in pet expos, fairs, and other local events to promote the hospital's services.

2. Brand Development & Public Relations

- Assist in creating and executing brand-building strategies to position the hospital as a trusted leader in veterinary care.
- Develop and distribute press releases and other media communications to promote services, new initiatives, and community involvement.
- Build and maintain relationships with local media outlets to ensure positive media coverage.
- Respond to media inquiries and coordinate interviews or public speaking opportunities for hospital staff.



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3. Promotional Campaigns & Local Advertising

- Plan and execute promotional campaigns (flyers, brochures, posters, banners) for in-house and local distribution.
- Collaborate with local print media, radio, and outdoor advertising channels to raise awareness of hospital services.
- Oversee the creation and distribution of marketing materials such as brochures, flyers, and posters for local businesses and events.
- Manage local print ad placement, including in pet-related magazines and newspapers, to promote the hospital's offerings.

4. Customer Relationship Management

- Develop and implement strategies to maintain and enhance customer loyalty, ensuring repeat visits and services.
- Manage the customer referral program to encourage word-of-mouth marketing and repeat business.
- Regularly monitor customer feedback through surveys and communication, using insights to improve marketing strategies.
- Organize customer appreciation events to strengthen relationships with existing clients.

5. Collateral Management

- Maintain a library of marketing materials and ensure consistent brand representation across all collateral.
- Oversee the production and distribution of materials such as appointment reminder cards, thank-you notes, and promotional giveaways.
- Ensure that all physical marketing collateral aligns with the hospital's branding guidelines.

6. Budgeting and Reporting

- Assist in the development of the marketing budget and track expenses related to offline marketing activities.
- Prepare regular reports on the effectiveness of marketing campaigns and events, providing insights and recommendations for future initiatives.
- Ensure that marketing strategies are executed within budget and in a cost-effective manner.



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7. Vendor & Partnership Management

- Work with third-party vendors, such as printing companies, event coordinators, and promotional suppliers, to ensure smooth execution of marketing campaigns and events.
 - Negotiate contracts and terms with vendors and ensure timely delivery of marketing materials.
 - Foster and maintain relationships with key local partners to drive marketing initiatives.
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Required qualifications & skills:

- Graduate degree in Marketing, Business, Communications, or a related field.
 - Minimum of 4 years of experience in marketing, preferably in the healthcare or veterinary industry.
 - Strong understanding of traditional marketing methods (print, events, partnerships, PR) and community outreach.
 - Exceptional communication and interpersonal skills, with the ability to collaborate with internal teams and external partners.
 - Strong organizational skills, attention to detail, and the ability to handle multiple projects simultaneously.
 - Ability to think creatively and strategically to drive marketing efforts and increase visibility.
 - Experience of working with creative software's such as Canva is desirable.
 - Proven ability to work independently, manage time efficiently, and meet deadlines.
 - Passion for animals and understanding of the veterinary industry is a plus.
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Desirable Skills & Experience:

- Experience in managing or executing healthcare related community outreach or events.
 - Strong network with local businesses, media outlets, or influencers space.
 - Creative skills to design basic promotional materials (e.g., flyers, brochures).
 - Experience in customer relationship management and loyalty programs.
 - Ability to work in a fast-paced, dynamic environment with a hands-on approach.
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Working Conditions:

- Full-time position with flexibility for occasional weekend or evening work during events or promotional activities.
- The role will require frequent interaction with both clients and local community members, as well as participation in events outside of regular working hours.