

## Marketing and Operations Analyst

Lifetrack Medical Systems is a Singapore headquartered health-tech company that has developed and deployed the first scalable, distributed medical imaging software designed for affordable access in emerging markets. Our Lifetrack PACS platform is used by large healthcare chains, public health systems, and radiology group practices to scale their radiology operations seamlessly, without the pain or cost of legacy medical imaging software. Lifetrack PACS is now serving hundreds of thousands of patients annually across Southeast Asia, South Asia, Africa, the United Kingdom, and the United States.

Lifetrack's mission is to build simple, elegant, powerful, and intuitive software platforms for the entire healthcare ecosystem, starting in medical imaging in emerging markets, where the needs are greatest and the resources are scarcest. We are trusted and backed by the Asia Impact Investment Fund of the UOB Group and Credit Suisse, the corporate VC arm of Philips Healthcare, and Kickstart Ventures of the Philippines' Ayala Group.

### Core Responsibilities

We are seeking a dynamic and detail-oriented Marketing/Operations Analyst to join our team. This role is ideal for someone who is passionate about analytics, operational efficiency, and ensuring the accuracy and integrity of data systems. The ideal candidate will collaborate across marketing, operations, and data management teams to drive impactful business decisions through insightful analysis and process optimization.

The Marketing/ Operation Analyst shall perform the following functions:

1. Analytics:
  - Analyze and interpret marketing campaign performance data to provide actionable insights.
  - Support company efforts by monitoring KPIs (e.g., ROI, CPL, CTR) and identifying optimization opportunities.
  - Collaborate with the marketing team to design A/B tests, assess their outcomes, and recommend improvements.
  - Prepare monthly and quarterly reports summarizing marketing effectiveness and strategic recommendations.
  - Assess and streamline business processes to improve operational efficiency.
  - Collaborate with cross-functional teams to identify bottlenecks and implement solutions for smoother workflows.
  - Develop dashboards and reports to track key operational metrics and identify areas for improvement.
2. Data Integrity:
  - Ensure the accuracy, consistency, and completeness of data across systems, including CRM, wiki, project management and marketing platforms.
  - Conduct regular data audits and address any discrepancies or inaccuracies in collaboration with relevant teams.
  - Implement and enforce data governance best practices to support business objectives.
  - Work closely with assigned teams to maintain clean and up-to-date databases.
3. Cross-Functional Collaboration:
  - Act as a liaison between marketing, operations, and other teams to ensure alignment on goals and objectives.
  - Provide ad hoc analytical support to stakeholders to aid decision-making.
  - Educate and train team members on data-related best practices and tools.

### Candidates Requirements

#### Education:

- Bachelor's degree in marketing, Business Administration, Data Analytics, Operations Management, or a related field.

#### Experience:

- 2-4 years of experience in marketing analytics, operations, or a related role.
- Experience working with data management and CRM tools (e.g., Salesforce, HubSpot, or equivalent).
- Proven track record of ensuring data quality and conducting data audits.

#### Skills and Competencies:

- Proficiency in data analysis tools such as Excel and Google Sheets.
- Experience with tools such as Google Analytics, Freshdesk or HubSpot.
- Familiarity with BI tools like Tableau, Power BI, or similar platforms.
- Strong problem-solving and critical-thinking skills.
- Excellent communication skills, with the ability to convey complex data insights to non-technical audiences.
- Highly organized with keen attention to detail and a focus on data integrity.

#### Security Responsibilities:

- Maintain confidentiality and integrity of information
- Ensure that all tasks and duties are carried out in compliance with the company's security guidelines.
- Promptly report any security vulnerabilities, suspicious activities, or breaches to the IT team.

#### Confidentiality:

- Ensure the confidentiality of sensitive company information, including client data, intellectual property, and internal communications.

#### Access Control:

- Maintain the security of access credentials (e.g., passwords, security tokens) and avoid sharing them with others.
- Implement segregation of duties to prevent unauthorized access or use.

#### Data Handling:

- Ensure the accuracy and integrity of data entered, processed, and stored as part of job responsibilities.
- Adhere to data retention policies, ensuring that data is stored securely for the required period and disposed of properly when no longer needed.

#### Incident Response:

- Immediately report any incidents or breaches of security, confidentiality, or data integrity to the designated incident response team.
- Assist in investigations and responses to security incidents as required, providing necessary documentation and support.
- Support the recovery process following a security incident, ensuring that systems and processes are restored to normal operation as quickly and securely as possible.

## Operating Principles

**Purpose-driven.** We are looking for individuals who are aligned with our mission and are motivated by working on healthcare technology that can positively impact millions of lives around the world.

**Do it right, from the start.** We believe in starting from first principles and putting in the hard work now to avoid more work down the future. Our Lifetrack PACS platform, built from the ground up, reflects this.

**Radical transparency.** We want our people to keep growing and improving. Receiving and giving feedback is critical for this. We expect people to be upfront, open and willing to learn from each other.

**Crush the bottlenecks.** We are always focused on the critical path to achieving results. We expect our members to be relentlessly efficient in clearing the obstacles to this critical path.

**Going the extra mile.** We like and reward team members who are not only good at their jobs, but will raise their hand and propose projects or solutions that help take Lifetrack forward.