

## Marketing Coordinator

Location: Taguig, Philippines

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 LifeSys™ 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. LifeSys™ 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

Lifetrack's ambitious growth plans require an expansion in our brand reach, positioning and execution in multiple analogue and digital channels. Lifetrack is seeking a Marketing Coordinator, reporting to the Global Director of Growth & Digital Marketing Manager, who shall be in charge of the following:

1. **Oversee our Marketing function to ensure Lifetrack meets our growth milestones.**
  - Help define and develop our Marketing strategy based on our target market and ensure its alignment with growth milestones agreed on by the Board and Leadership Team.
  - Ensure tight alignment of Marketing priorities with the Growth teams' deliverables, and actively manage timelines and expectations.
  - Take charge of product market fit analysis and define the right market entry strategy based on our product segmentation for exponential growth.
  - Grow Lifetrack's market presence and customer base, managing existing relationships and sourcing/developing new partnerships.
  - Assist the Marketing Manager and Global Director of Growth with tasks as needed.



2. **Lead planning and execution for all external-facing events Lifetrack participates in**

- Take an internal coordination role for all Lifetrack marketing events, including physician conventions, healthcare conferences and brand-building activities
- Manage all aspects of events project management against timelines and priorities, from planning, budgeting, proposals to branding, execution and ROI tracking
- Serve as the main point of contact between Lifetrack and external partners such as event organizers, service providers, and vendors
- Brainstorm with the team to generate campaigns to increase the number of qualified leads.

3. **Develop Lifetrack's global brand and profile as a leader in healthtech innovation**

- Understand our existing brand profile and channels available, including events, conferences, website, and social media to maximize exposure to key audiences
- Distill key themes and messages aligned with our brand profile and direction, and ensure they are communicated consistently company-wide and by senior management
- Manage any external PR/activation agencies, and execute PR plan including press releases, story pitching, media kits in collaboration with respective agencies

4. **Support Lifetrack's other marketing and branding efforts geared to different audiences**

- Collaborate with People & Talent to align on branding and communications initiatives targeted for recruiting, retention and employer positioning
- Collaborate with Product Management for product- or feature-specific marketing and communications needs to be highlighted in external events or communications

5. **Content creation and collateral management**

- Help lead Lifetrack's content development efforts, including drafting social media posts, blog articles, and thought leadership pieces for the company or management team
- Propose ideas to increase engagement in social media. Research hot topics in the industry to develop social posts.
- Manage outreach marketing including email campaigns, LinkedIn, events, and more.
- Create and manage automation tools to increase proficiency.

- Use excellent copywriting skills to create blogs, company updates, email marketing campaigns & more

## Preferred Platform Knowledge

- 1+ years of experience with Hubspot or similar CRM's
- Proficiency with powerpoint and creating eye-catching presentations
- Proficiency with Social Media platforms is required (LinkedIn, Facebook, Twitter (X) & Instagram)
- Proficiency with Microsoft Office Suite (Excel, PPT, DOC, etc)
- Proficiency with Google Work Suite (Sheets, Slides, DOC, etc)
- Familiarity with Web content management systems (Wordpress) & Knowledge of HTML/CSS is a plus

## Critical Requirements

**Domain expertise.** The role requires an experienced manager with a proven track record of conceptualization and execution of successful marketing, communications and events projects, based on proper market data and trend analysis.

**Strategic mindset.** The Marketing and Communications Lead is expected to successfully manage the marketing initiatives with consideration of all stakeholders, given concrete, efficient, optimal output and return on investment.

**Constant collaborator.** The Marketing and Communications Lead will collaborate with multiple teams, getting diverse perspectives from both internal and external stakeholders. Collaboration and consistently developing the best way of communication is key to get the message across the market.

**Healthtech-inclined.** Lifetrack's Teleradiology Services is powered by our Lifetrack PACS product, a cutting-edge medical imaging platform different from anything else in the market. The candidate should have a strong affinity for new technology, and be familiar with trends and innovations all across the world.

## 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 LifeSys™ 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.