

Marketing Generalist

Location: Philippines

Lifetrack Medical Systems is a healthtech company that has developed and deployed a scalable, distributed medical imaging software designed for affordable access around the world. Lifetrack works with 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's mission is to build simple, elegant, powerful, and intuitive software platforms for the entire healthcare ecosystem, starting with medical imaging in emerging markets, where the needs are greatest and the resources are scarcest. Our radiology platform is now being used in healthcare in Southeast Asia, South Asia, Africa, the United Kingdom and United States for hundreds of thousands of patients annually. We are trusted and backed by the Asia Impact Investment Fund of UOB 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 Generalist, reporting to the Global Director of Growth & Digital Marketing Manager, who shall be in charge of the following:

- 1. Helping 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
 - Help manage all aspects of events project management against timelines and priorities, from planning, budgeting, proposals to branding, execution and ROI tracking

- 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
 - Must be extremely proficient with creating slide decks (powerpoint presentations)
 4. **Take control of all of our Email Marketing and help manage our CMS**
 - Oversee and strategize Email Marketing initiatives for the organization.
 - Develop and implement comprehensive Email Marketing campaigns to drive engagement and conversions.
 - Use excellent copywriting skills to create blogs, company updates, email marketing campaigns & more
 - Manage and optimize the content within the Content Management System (CMS)/(CRM)
 - Coordinate with cross-functional teams to ensure seamless integration of marketing strategies within the CRM.
 - Analyze email performance metrics and leverage insights to enhance future campaigns.
 - Stay updated on industry best practices to improve Email Marketing effectiveness.
 - Train and guide team members on utilizing the CRM's for marketing purposes.
 - Create and manage automation tools to increase proficiency.

Preferred Platform Knowledge

- 1+ years of experience with Hubspot or similar CRM's
- High level 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
- Excellent organizational skills
- Able to communicate effectively verbally, in written form, and in person.
- Strong work ethic and high integrity/trust

Critical Requirements

Domain expertise. The role requires an experienced professional 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 help 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 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.