



JOB VACANCY

Mater Misericordiae Hospital, a leading healthcare provider in East and Central Africa, has an excellent career opportunity. Mater Misericordiae Hospital offers exceptional, compassionate, and Christ-centred healthcare services to our clients through an innovative, engaged, and competent workforce.

BUSINESS DEVELOPMENT MANAGER

The position reports to the Director Medical Services & Strategy and is responsible for identifying short- and long-term market opportunities; Championing the hospital brand internally and externally; ensuring every touch-point—from social post to sponsorship—reinforcing our clinical authority and caring ethos, deliver measurable increases in patient volumes, service-line penetration and payer mix through targeted campaigns and customer-retention programmes.

Main Duties and Responsibilities

- Scan healthcare business macro-environment (demographic, economic, regulatory, technological) and competitive landscape; present quarterly briefings to EXCO.
- Translate findings into segmentation, positioning and go-to-market plans for priority specialties.
- Plan, produce and deploy multi-channel campaigns (digital, print, radio, events, CSR) that generate qualified leads and measurable conversions.
- Own content calendar, creative approval and media buying; negotiate contracts to achieve cost savings vs industry benchmarks.
- Design and execute CRM programmes (referral physicians, corporates, insurers, patients) that lift repeat visits.
- Manage hospital website, SEO/SEM, social media and e-reputation.
- Identify and convert sponsorship, CSR and PR opportunities that enhance brand equity.
- Conceptualise and deliver CMEs, health camps, wellness days and flagship hospital events; track ROI through attendance, leads and downstream revenue.
- Recruit, induct and develop Business Development Executives; complete quarterly performance reviews and individual development plans.
- Participate in quality-improvement projects; submit accurate monthly dashboards and Board reports.
- Any other duty as may be assigned from time to time

QUALIFICATIONS AND EXPERIENCE:

- Bachelor's degree in Marketing, Business, Communications or related field; MBA or postgraduate diploma in Marketing preferred.
- Minimum 6 years' progressive marketing/business development experience, of which at least 3 years were in a hospital, clinic, pharmaceutical or health-services environment.
- Proficient in Google Analytics, CRM platforms, SEO/SEM tools and MS 365; comfortable interpreting financial statements.
- Valid professional membership.

If you are interested in the above position and you meet the requirements listed, please send your application together with a detailed CV, Copies of Academic Certificates, and three [3] referees and include their telephone contacts and email address to hrrecruit@materkenya.com to reach us not later than 30th September 2025.

Quote the title “**Business Development Manager**” as subject line when applying. Only shortlisted candidates will be contacted.