



**CARING
FOR YOUR HEALTH
IS ALL WE DO**



Medicover is a specialized provider of diagnostic and healthcare services, focusing on markets in Central and Eastern Europe and India. The company operates through two divisions – Diagnostic Services and Healthcare Services.

Diagnostic Services - provides a broad range of laboratory testing in all major clinical pathology areas. The business is conducted through a network of more than 118 laboratories, 892 blood-drawing points (BDPs) and 27 clinics. Major markets are Germany, Ukraine, Romania, and Poland.

Healthcare Services - offers high-quality care based on an Integrated Healthcare Model. The basis for this is a network of over 40 hospitals and over 181 clinics and medical facilities. Major markets are Poland, Romania, and India.

Medicover's purpose is to improve and sustain health and well-being. As a forward-looking healthcare company, we care about our employees, helping them stay safe, healthy, and productive.

Medicover Genetics is a Business Unit within the Diagnostic Services division. The role we are recruiting for is **Head of Marketing, Medicover Genetics**.

This is a senior leader role in a growing Business Unit. If you are passionate about up and downstream marketing that is an escalator for, and drives growth, as well as working with people from all functions, then this is the role for you! We are looking for someone with strong marketing leadership to be part of this entrepreneurial and dynamic Business Unit.

Head of Marketing, Medicover Genetics

In Your Role, you will report to the Head of Medicover Genetics, and you will be responsible for:

- **Strategic Marketing:** Evaluate and understand market trends, customer needs and competitive landscapes to identify new markets, products, and customer opportunities

- **Develop & implement comprehensive marketing strategies** aligned with business goals, using market research and predictions to define new products/services development
 - **Strategic Positioning:** define how Medicover Genetics differentiates itself in the market(s) and articulates its value proposition
 - Setting a **Clear Vision and Direction** of where Medicover Genetics is going in the medium and longer term, ensuring all operational aspects of the Business Unit are aligned to that
 - **Collaborate with R&D, Sales/Commercial, and Business Development** teams to develop go-to-market plans for new products and services
 - **Lead the Product Management team to develop comprehensive end2end plans for new products and services** including pricing, positioning, and launch strategies
- **Operational/Tactical Marketing**
 - **Work closely with the Sales/Commercial Directors** to define and align commercial agendas and execution of commercial strategies including pricing
 - **Determine adequate resource allocation** to support the strategic initiatives and to drive growth across the Business Unit
 - **Brand Management:** In collaboration with internal functions define and manage the brand identity, ensuring consistency across all channels and touch points. Develop messaging frameworks in line with brand guidelines to maintain a cohesive brand image, with overall responsibility for marketing materials for the different channels used by the Business Unit
 - **Campaign Development:** Lead the development of integrated marketing campaigns across all channels including digital, social, print. Collaborate with internal functions and creative teams (including branding & communications) to produce compelling content and marketing materials
 - **Analytics and Reporting:** Establish KPIs and metrics to measure the effectiveness of marketing initiatives. Analyse performance data to optimize campaigns, track ROI and provide feedback and insights to the Business Unit Leader and leadership team
 - **Define and manage the marketing budget** effectively, allocating resources to maximize ROI and achieve business objectives
 - **Lead, coach, develop** your team and the organization to be the best in class regarding all aspects of upstream and downstream marketing
 - **Build and maintain relationships** with external partners, vendors, and industry stakeholders to support marketing initiatives and drive business growth

Your Profile:

- University degree in Marketing or equivalent through relevant experience
- +10 years' experience in marketing, preferably with time spent in international marketing in the Pharma, Healthcare Services and/or medical devices domains
- Experienced Strategic and tactical marketer that has the ambition and determination to create a new function within a Business Unit
- You know how to grow and motivate an engaged team and function around you



- You can collaborate at a senior level with various areas of the business – Sales, R&D, Finance, HR etc. – and to create momentum and buy-in with functional and geographical/market leaders
- A proven record of accomplishment demonstrating growth and the ability to deliver successful results
- Strong strategic and conceptual thinking competencies aligning to strong results orientation & at the same time an ability & willingness to roll up your own sleeves
- Ability to take high-level direction of requirements and be able to translate these into practical, operational, cohesive plans
- Ability to effectively communicate plans to the organization and secure commitment to their implementation at a pace that is consistent with organizational demands
- Fully fluent in English, any other European languages are an advantage

Our Offer:

- A growing, entrepreneurial work environment within an international team
- Competitive remuneration package based on qualifications & experience
- Opportunity to grow and expand a business within an organization committed to growth
- Location: Within Continental Europe with a preference for candidates based in Berlin/Munich
- Willingness to travel as required

If you would like to apply for this role, please send your CV to recruitment@medicover.com

Interviews will take place during the month of August.

For more information, please visit:

www.medicover.com