

Designation	Marketing Communications Specialist
Company	<p>Docplexus is India's largest online community of doctors, with 3,80,000+ users. It empowers doctors to make better clinical decisions, leading to improved healthcare outcomes by facilitating the exchange of patient cases and scientific dialogue through webinars and CMEs, as well as the latest clinical articles, guidelines, news and more. Doctors can view, ask, learn, contribute, and interact as a safe and secure community on Docplexus</p> <p>Current key numbers –</p> <ul style="list-style-type: none"> • 3,80,000+ doctors across 98 specialties and 1,632 cities • 6,500+ doctors log onto Docplexus website daily • 2,500+ monthly registrations <p>50,000+ clinical cases discussed till date</p>
Job Description	<ul style="list-style-type: none"> • Strategize & manage all forms of media communication including our web & social media presence • Create marketing content such as blog articles, ebooks & whitepapers to inform, educate & engage our potential client-base • Ideate and develop creatives for social media posters & ads • Write scripts for explainer & product videos • Communicate with other team members to understand their needs & translate those into creative outcomes • Work in cross-functional teams to come up with comprehensive solutions for our industry partners
What you get	<ul style="list-style-type: none"> • First-hand exposure to practicing marketing principles • Excellent healthcare orientation • Opportunity to lead the front-end development efforts • Working in an agile organization with motivated & passionate team members • Tremendous room for growth & learning
Desired Skills	<ul style="list-style-type: none"> • Prior work experience in similar role • Flair for writing shareworthy stories • Excellent command over written & spoken English, & good interpersonal skills • Decent understanding of digital platforms • Basic knowledge of web content management tools, SEO and Google Analytics • Self-driven & keen to work in a cross-functional, close-knit team • Creative mindset & out-of-the-box thinking • Passionate about building a brand & marketing enterprise-products
Education	<ul style="list-style-type: none"> • Degree in Marketing/Business Administration/Communications/Public Relations or relevant field

Experience	<ul style="list-style-type: none">• 2-5 years• Healthcare/Pharma background welcome but not necessary
Location	<ul style="list-style-type: none">• Pune
Industry	<ul style="list-style-type: none">• Healthcare IT

Remuneration Bracket - 5-8lpa