

**Occupation:** Marketing

**Job:** Referral Marketing

**Position:** Referral Marketing Officer

**Location:** Ahmednagar, Aurangabad (Maharashtra)

**Qualifications-**

**Education:** Bachelors / MBA in Marketing

**Experience:** 1-5 Years of experience in marketing, relevant expose in referral marketing

**Skills:** Communication skills, Local language, Geographical Knowledge, Market analysis

**Duties and Responsibilities-**

- Responsible for increase in revenue generation for hospitals within the market by driving a team & directing desired focus on all business segments.
- Identify and target customer segments for referral programs.
- Prepare regular reports on referral marketing activities and outcomes.
- Stay updated on industry trends and best practices in referral marketing.
- Proven experience in marketing, with a focus on referral programs.
- Actively connect with nearby hospitals for referral marketing.
- Good at building and maintaining relationships and networks.
- Must fluently speak local language (Marathi)
- Should have geographic knowledge of the city.
- Support in implementing changes management, roll out of strategic org. plan and bring out sustainable results.