



Job Description: Business Development Manager

Razi Healthcare

Company Profile:

Almost every Indian turns to a local clinic for their healthcare needs. There are over 400,000 of these humble, often informal clinics across the country. While affordable, these clinics reside in a disorganized market rife with substandard training and counterfeit medication.

Although quality clinics exist, they are financially beyond the reach of the majority. This acute shortage of affordable, quality care is the biggest challenge in Indian healthcare today. Razi was created to address this opportunity. Our offering is unique: simple, inexpensive clinics that deliver high quality care through outpatient consultation and diagnostic and pharmacy services.

In partnership with respected names in healthcare, we develop innovative protocols products, training and clinical support. We use international best practices and extensive market research. We deliver quality – affordability and profitability to all members of the Razi family: our patients, our doctors and the communities we serve.

Position Description:

The position is a mid level position that is ideal for a capable, committed individual who wants to roll up his / her sleeves and dive right in to the work Razi is doing. You will be working along with the core marketing team but interact with senior management, operations, finance and the network expansion teams at Razi. You will closely work with the Head of Marketing supporting him and leading the Business Development Vertical that is crucial to the revenue growth at Razi. Working along with our partners – our PR agency, Ad Agency, Film Production Agencies etc to help them come up with effective communication and branding for Razi is also part of this role. It's a few different roles in one, perfect for a hard worker who is seeking an opportunity at an exciting start up company in the healthcare space. This role requires someone who doesn't only stick to their responsibilities but comes up with innovative ideas, and solutions to existing issues being faced in the company. Razi Healthcare is a start up and there is a lot of opportunity within the company to take the initiative and get involved with new projects. Being the first in the country to run a retail chain of affordable primary healthcare centers is challenging and we would like to hire someone who enjoys challenges and solving big problems that such a start up faces.

Position Responsibilities:

- Working closely with the Head of Marketing to support programs and initiatives at clinics with specific focus on adding value in the long term.
- Leading the Business Development Vertical by proposing a strategy for the vertical, managing the resources, budget, impact and focusing on results and revenue for the vertical.
- Working with stakeholders externally to enhance the Razi brand. Working with the PR agency, with the ad agency to enhance brand and communication strategies.

- Working with our on ground staff at Clinics to understand their marketing requirements at an individual clinic level. Interacting closely with customers to understand who is Razi's customer, what their health care requirements are and how Razi can bridge these gaps in services available.
- Managing and coordinating on ground marketing initiatives, might include traveling to clinics often to collect survey information, feedback etc.
- Working closely with network expansion and operations team
- Creating presentations on targets, impact measurement, goals for the entire marketing team for regular reviews with senior management.

Qualifications:

- Must have completed an undergraduate degree program
- Must have at least 2 – 3 years of prior experience in marketing, business development, human resources. Having worked for a start up and or the healthcare industry in any capacity will be a plus
- Should have excellent written and oral communication skills, should be comfortable representing Razi Healthcare at National level conferences, Round Table events.
- Commitment to accuracy, attention to detail and follow-through with a focus on producing the highest quality product possible
- Familiarity with Excel, Power Point, Word and an ability and interest in learning on the job
- Maturity, excellent interpersonal skills.
- Enthusiasm for Razi's mission and business model, and respect for the organization's core values: Customer First, Affordable, Reliable, Transparent, Quality

Location: Hyderabad, India

Compensation: Razi Healthcare is offering a competitive salary for this position, commensurate with experience.

Reporting Structure: This role reports directly to the Senior Marketing Manager in India. It involves working extensively with other teams and being accountable for the vertical's budget, resources, team, programs and impact.

To Apply: Send a cover letter and resume to rkalyani@razi.com with a copy to abhayk@razi.com . Please include " Application for Business Development Manager" in the subject line.

Website: www.razi.com