



CAREER OPPORTUNITIES

Kairuki Hospital invites applicants who are highly motivated, qualified, competent & experienced to fill the following vacant positions.

1. Marketing & Public Relations Manager (1 Position)

Location: Mikocheni, Dar es Salaam

Employment Type: Full-Time

Department: Marketing and PR

Reports To: Director General

Job Summary

The Marketing and Public Relations Manager will lead the development and execution of comprehensive marketing and public relations strategies to enhance the hospital's brand, reputation, and community engagement. This role is responsible for promoting the hospital's services, programs, and initiatives through effective communication, media relations, and marketing campaigns. The ideal candidate is a strategic thinker with excellent communication skills, a deep understanding of healthcare marketing, and the ability to build strong relationships with internal and external stakeholders.

Key Responsibilities

- **Strategic Planning:** Develop and implement integrated PR and marketing strategies to promote the hospital's mission, vision, and services, aligning with organizational goals.
- **Media Relations:** Build and maintain relationships with media outlets, journalists, and influencers to secure positive coverage and manage the hospital's public image.
- **Content Creation:** Oversee the creation of compelling content for press releases, newsletters, social media, websites, and marketing materials to engage diverse audiences.
- **Brand Management:** Ensure consistent messaging and branding across all communication channels, maintaining the hospital's reputation as a trusted healthcare provider.
- **Community Engagement:** Plan and execute community outreach programs, events, and partnerships to strengthen the hospital's presence and foster goodwill in the community.
- **Digital Marketing:** Manage digital marketing efforts, including social media campaigns, email marketing, and website content, to drive patient engagement and brand awareness.
- **Crisis Communication:** Develop and implement crisis communication plans to address potential issues, ensuring timely and transparent communication with stakeholders.

- **Campaign Management:** Design and manage marketing campaigns to promote hospital services, such as new programs, specialties, or community health initiatives.
- **Analytics and Reporting:** Monitor and analyze the effectiveness of PR and marketing initiatives, using data to optimize strategies and report outcomes to leadership.
- **Collaboration:** Work closely with hospital leadership, clinical staff, and other departments to align marketing efforts with organizational priorities and patient needs.
- **Budget Management:** Oversee the PR and marketing budget, ensuring efficient allocation of resources for maximum impact.

Qualifications

- **Education:** Bachelor's degree in Marketing, Public Relations, Communications, or a related field. **Master's degree preferred.**
- **Experience:** Minimum of 5 years of experience in public relations, marketing, or communications, preferably in a healthcare or hospital setting.
- **Skills:**
 - o Exceptional written and verbal communication skills.
 - o Proven ability to develop and execute successful PR and marketing campaigns.
 - o Strong media relations and networking skills.
 - o Proficiency in digital marketing tools, including social media platforms, content management systems, and analytics tools.
 - o Ability to manage multiple projects and meet deadlines in a fast-paced environment.
 - o Knowledge of healthcare industry trends and regulations.
 - o Strong interpersonal skills and the ability to collaborate with diverse stakeholders.

2. Digital Communication Officer (1 position)

Employer: Kairuki Hospital

Location: Mikocheni, Dar es Salaam

Employment Type: Full-Time

Reports To: Marketing and PR Manager

Job Summary

The Digital Communication Officer will be responsible for developing and managing the hospital's digital communication strategies to enhance brand visibility, engage patients and the community, and promote our services. This role requires a tech-savvy professional with a passion for digital storytelling and expertise in leveraging online platforms to connect with diverse audiences.

Key Responsibilities

- **Digital Content Creation:** Develop engaging content for the hospital's website, social media platforms, email campaigns, and other digital channels to promote services, events, and health initiatives.
- **Social Media Management:** Manage and grow the hospital's social media presence on platforms such as Facebook, Twitter, Instagram, LinkedIn, and others, ensuring consistent branding and audience engagement.
- **Website Management:** Update and maintain the hospital's website with fresh, accurate, and user-friendly content, collaborating with web developers to optimize user experience.
- **Email Marketing:** Design and execute email marketing campaigns to communicate with patients, staff, and community members about hospital updates, health tips, and events.
- **Analytics and Reporting:** Track and analyze digital campaign performance using tools like Google Analytics, social media insights, and email metrics to optimize strategies and report results to leadership.
- **Digital Advertising:** Plan and manage paid digital advertising campaigns, including social media ads and Google Ads, to drive awareness and patient engagement.
- **Brand Consistency:** Ensure all digital communications align with the hospital's brand guidelines and messaging.
- **Collaboration:** Work closely with the Marketing and Communications team, clinical staff, and leadership to create cohesive campaigns that support organizational goals.

Qualifications

- **Education:** Bachelor's degree in Communications, Digital Marketing, Journalism, or a related field.
- **Experience:** Minimum of 3 years of experience in digital communications, social media management, or digital marketing, preferably in healthcare or a related industry.
- **Skills:**
 - o Strong skills in graphic design and multimedia editing tools (e.g., Canva, Adobe Suite, video editing software).
 - o Strong writing, editing, and storytelling skills tailored for digital platforms.
 - o Proficiency in social media management tools (e.g., Hootsuite, Buffer) and content management systems (e.g., WordPress).
 - o Experience with digital analytics tools (e.g., Google Analytics, Meta Business Suite).
 - o Knowledge of SEO, SEM, and digital advertising best practices.
 - o Ability to multitask and meet deadlines in a fast-paced environment.
 - o Creative mindset with strong attention to detail.
 - o Familiarity with healthcare industry trends and regulations is a plus.

3. Driver (1 position)

Employer: Kairuki Hospital

Location: Mikocheni, Dar es Salaam

Employment Type: Full-Time

Reports To: Transport Officer /Head Driver

Job Overview

The Hospital Driver will play a vital role in ensuring safe, timely, and courteous transportation for patients, medical supplies, and equipment within and around the hospital. This position requires a professional driver with excellent customer service skills, a strong commitment to safety, and the ability to handle sensitive situations with care and professionalism.

Key Responsibilities

- Safely transport patients to and from the hospital, medical appointments, or other healthcare facilities, ensuring their comfort and punctuality.
- Deliver medical supplies, equipment, or documents between hospital departments, clinics, or external facilities.
- Maintain and clean assigned vehicles, reporting any maintenance issues promptly.
- Adhere to all traffic laws, hospital safety protocols, and infection control guidelines.
- Assist patients with entering and exiting vehicles, including those with mobility challenges.
- Plan efficient routes and adapt to traffic or urgent transport needs.
- Maintain accurate trip logs and submit reports as required.
- Provide compassionate and professional customer service to patients, staff, and visitors.

Qualifications

- **Education:** Secondary School Education (Form Four) and National Institute of Transport (NIT) driving certificate.
- **Experience:** At least 2 years of professional driving experience, preferably in a healthcare or patient transport role.

· Licenses and Certifications:

- o Valid driver's license with a clean driving record.
- o Commercial Driver's License (CDL) may be required, depending on vehicle type.
- o First Aid certification is a plus.

· Skills:

- o Strong driving and navigation skills with knowledge of local routes.

- o Excellent interpersonal and communication skills.
- o Ability to assist patients with mobility needs (up to 60 kg or as required).
- o Familiarity with healthcare safety protocols is an advantage.
- o Ability to remain calm and professional in high-pressure situations.

• **Other Requirements:**

- o Must pass a background check and drug screening.
- o Flexibility to work varied hours, including evenings, weekends, or on-call shifts.

Benefits

- Competitive salary and comprehensive benefits package, including health insurance.
- Supportive work culture focused on innovation and patient care.

Mode of Application:

- i. Letters of application (addressed to **Director General, Kairuki Hospital, Dar es Salaam**), attached with detailed and updated curriculum vitae, certified copies of academic/professional qualification, testimonials and names, addresses, telephone numbers and email of two referees should be sent via email through hr@kairukihospital.org
- ii. **Indicate/put the title of the position you are applying for in the subject line.**
- iii. Please, do not apply if you do not have the criteria or qualifications listed above and
- iv. Please note, closing date for all applications shall not be **later than 13th September 2025 at 16:30 Hrs.**

Only short-listed candidates will be contacted for interview.

Equal Opportunity Employer

Kairuki Hospital is an equal opportunity employer and values diversity in the workplace. We encourage applications from all qualified individuals, regardless of race, ethnicity, gender, age, disability, or other protected status.