

Job Title: Digital Marketer

Company: Getmedford

Location: Remote/Onsite (Northern Nigeria focus)

Job Type: Full-time

Deadline: 05/10/2024

About Getmedford:

Getmedford is an innovative online pharmaceutical marketplace committed to making quality and affordable medications accessible to patients, healthcare workers, pharmacies, and hospitals in Northern Nigeria. We are revolutionizing the pharmaceutical supply chain and looking for a creative and driven Digital Marketer to help us grow and achieve our mission.

Job Description:

We are looking for an experienced and passionate Digital Marketer to join our growing team. The ideal candidate will be responsible for developing and implementing strategies to drive traffic, generate leads, and increase revenue through various digital marketing channels.

Key Responsibilities:

- Develop and execute effective digital marketing campaigns across multiple channels (SEO, SEM, social media, email, and content marketing).
- Create, manage, and optimize content across social media platforms and the company website.
- Utilize data-driven insights to design high-converting lead generation strategies.
- Conduct regular keyword research to optimize SEO and improve organic traffic.
- Manage and analyze performance of paid digital marketing campaigns (Google Ads, Facebook Ads, etc.).
- Work closely with the sales team to align marketing strategies with revenue goals.
- Track, analyze, and report on the effectiveness of all digital marketing efforts, making adjustments as needed to optimize for maximum ROI.
- Stay updated on the latest digital marketing trends, tools, and technologies to ensure Getmedford's online presence remains innovative and competitive.

Requirements:

- 5+ years of experience in digital marketing, content creation, and SEO.
- Proven experience in driving digital growth, lead generation, and optimizing marketing campaigns.
- Strong knowledge of tools such as Google Analytics, Canva, wordpress, SEMRush, Hootsuite, HubSpot, medium etc.
- Experience in running targeted campaigns, especially in e-commerce or healthcare settings, is a plus.
- Excellent communication skills, with the ability to craft compelling content.
- Familiarity with the healthcare or pharmaceutical industry is a plus.

Preferred Qualifications:

- Bachelor's degree in Marketing, Communications, Business, or a related field.
 - Certifications in Digital Marketing, Wordpress, Google Ads, SEO, Canva, etc.
 - Proficiency in modern online marketing techniques and strategies.
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Why Join Us?

- Make a meaningful impact in revolutionizing access to essential medications.
- Work in a fast-growing company at the forefront of the healthcare tech space in Africa.
- Opportunity to collaborate with dynamic teams.
- Competitive salary and benefits.

To Apply

Send your CV and portfolio to getmedford@gmail.com with the Job title as the email subject

Only selected candidates will receive invitation emails on or before 5th october

Job Title: Sales Manager

Company: Getmedford

Location: Adamawa state, Nigeria

Job Type: Full-time

Deadline: 05/10/2024

About Getmedford:

Getmedford is an innovative online pharmaceutical marketplace focused on making quality and affordable medications accessible to patients, healthcare workers, pharmacies, and hospitals in Northern Nigeria. We are disrupting the pharmaceutical supply chain to ensure essential medications are available to those who need them the most.

Role Overview:

We are looking for a results-driven Sales Manager to lead our B2B and B2C sales efforts. The Sales Manager will be responsible for conducting physical sales visits to hospitals, pharmacies, and healthcare facilities, generating leads, closing deals, and executing offline marketing strategies and campaigns. Your primary objective will be to increase revenue by establishing strong relationships and expanding Getmedford's customer base.

Key Responsibilities:

- Conduct physical sales visits to hospitals, pharmacies, and healthcare facilities to promote Getmedford's services and products.
- Develop and maintain relationships with key decision-makers in the healthcare and pharmaceutical sectors.
- Generate B2B and B2C leads and follow through to close deals.
- Implement and manage offline marketing campaigns and strategies to drive sales growth.
- Track sales performance, generate reports, and provide insights to management.
- Collaborate with the marketing team to align sales strategies with overall business objectives.

- Identify new opportunities to expand Getmedford's reach in Northern Nigeria.
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Qualifications:

- 5+ years of experience in sales, with a proven track record in B2B and B2C lead generation and deal closing.
 - Experience in the pharmaceutical or healthcare industry is a plus.
 - Strong understanding of offline marketing strategies and how to implement them effectively.
 - Excellent communication, negotiation, and relationship-building skills.
 - Ability to work independently, conduct field sales, and manage time efficiently.
 - Willingness to travel extensively across Northern Nigeria.
 - Must be a residence of Adamawa or ready to relocate to Adamawa state
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Why Join Us?

- Be part of a company making a meaningful impact in the pharmaceutical supply chain.
- Opportunity to work in a dynamic and fast-growing sector in Africa.
- Competitive salary and performance-based bonuses.

To Apply

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Only selected candidates will receive invitation emails on or before 5th october