



JOB DESCRIPTION

Position Title	:	Business Development Officer
Department	:	UP Health Centre
Report to	:	Dean of Dentistry and Post-Graduate Education Manager and Dentistry, Course Coordinators
Reportee (if any)	:	N/A
Location	:	University of Puthisastra, Phnom Penh

I. Position Summary:

The Business Development Officer will support the UP Health Centre by managing administrative tasks and leading marketing outreach efforts to promote the centre's services to UP partners and private companies. This role will also be responsible for implementing marketing strategies to enhance visibility and engagement with the Health Centre.

II. Duties and Responsibilities:

Administrative Support:

- Provide general administrative support to ensure the smooth operation of the Health Centre.
- Maintain accurate records, files, and documentation related to the centre's activities.
- Assist in scheduling appointments, meetings, and events.
- Handle inquiries and coordinate communications with internal and external stakeholders.
- Prepare reports and presentations as required.
- Provide general administrative support to UP Health Centre strategic team

Marketing & Outreach:

- Develop and implement marketing strategies to promote UP Health Centre's services.
- Identify and engage with UP partners, private companies, and other potential clients to increase awareness and usage of the centre's services.
- Organize promotional events, workshops, and wellness programs in collaboration with key stakeholders.
- Create and distribute marketing materials, including flyers, brochures, social media content, and email campaigns.
- Monitor and evaluate marketing efforts to ensure effectiveness and make necessary adjustments.

Collaboration & Reporting:

- Work closely with the Director of Health Services to align marketing efforts with the centre's strategic goals.
- Coordinate with other departments, including communications and public relations, to enhance

outreach initiatives.

- Prepare regular reports on administrative tasks, marketing activities, and engagement outcomes.
- Provide feedback and recommendations to improve overall service promotion and operational efficiency.

III. Minimum Qualifications and Requirements:

2. Experience:

- Experience in healthcare marketing or working within a health-related organization.
- Knowledge of the local healthcare industry and corporate wellness programs.
- Familiarity with social media marketing and online promotional strategies.
- At least 2 years of experience in administration, marketing, or related roles

3. Education:

- Bachelor's degree in Business Administration, Marketing, Communications, or a related field.

4. Skills/Competencies:

- Strong communication and interpersonal skills.
- Ability to develop and execute marketing plans effectively.
- Proficiency in Microsoft Office and digital marketing tools.
- Ability to work independently and as part of a team.
- High level of organizational skills and attention to detail.