

## Branding - Manager

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Company: Curemd Pakistan (Private) Limited

Location: Lahore

Category: other-general

CureMD excels in providing advanced tools and technologies that empower healthcare professionals to make informed decisions about patient care. Our state-of-the-art solutions harness the power of data analytics, artificial intelligence, and machine learning to analyze patient information, decipher patterns, and render actionable insights. These advanced technologies equip physicians with profound insights into each patient's health, enabling them to formulate precise diagnoses, implement highly effective treatment strategies, and deliver top-quality care with ease.

### Job Overview:

Join our dynamic team as a Branding Manager and take charge of cultivating a compelling brand identity for CureMD. As a key player, you will be responsible for shaping and executing comprehensive branding strategies, working collaboratively with cross-functional teams to enhance brand visibility and recognition. The Branding Manager will play a pivotal role in crafting a strong brand narrative and ensuring consistency across all touchpoints.

Develop and execute a strategic roadmap for branding initiatives aligned with business objectives, leveraging various tools, technologies, and methodologies.

Understand, align goals, and branding metrics with the overall business strategy.

Create a clear branding strategy that resonates with the target audience and aligns with business goals and objectives.

Coordinate and collaborate with cross-functional teams to ensure consistent brand messaging.

Identify and implement innovative branding tools, platforms, and technologies to optimize

brand visibility and recognition.

Analyze market trends and consumer insights to refine and enhance branding strategies.

Lead the development of creative assets, including visual elements, messaging, and content, to support brand initiatives.

Ensure brand consistency across all communication channels, both internal and external.

Lead and manage a team of branding specialists, providing guidance, mentorship, and developing a culture of creativity and excellence to achieve ambitious branding targets.

Required Qualifications:

Bachelor's degree from a reputable institution preferably in marketing or a similar field;

Master's degree preferred.

5-10 years of proven experience in brand management or related roles.

Strong written and verbal communication skills with a keen understanding of brand messaging.

Excellent creative and content creation skills.

Expertise in branding methodologies and cutting-edge branding tools and technologies.

Proven track record in developing and executing successful branding strategies that resulted in measurable brand growth.

Excellent leadership, communication, and presentation skills with the ability to influence and inspire cross-functional teams.

Analytical mindset with the ability to translate market data into actionable insights.

Strong project management skills, strategic thinking, and a collaborative mindset.

Comfortable working from 1 PM – 10 PM PKST

Compensation and Benefits:

Competitive base salary and yearly bonus.

Provident Fund company matches up to 8% of the base salary.

Company-sponsored trainings, workshops, education, and development programs.

Collaborative yet fun-loving atmosphere: space that fosters employee wellbeing.

Commuter support, supportive workspaces, gym facility, and daycare.

About UsCureMD is revolutionizing the healthcare industry by providing innovative health information systems and services to organizations of all sizes.

Our award-winning solutions simplify decision-making, streamline operations, and ensure compliance with industry standards and best practices, saving time and effort while maximizing returns.

Our vision is to offer adaptable, accessible, and affordable technology to every provider,

paving the way for a healthier tomorrow.

At CureMD, we believe in empowering teams to save lives with technological advancements, and we foster a culture that welcomes, develops, and promotes all employees to achieve our mutual goals.

Coming together to support adaptable, accessible & affordable healthcare for all!

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