



JOB DESCRIPTION  
MASA Healthcare Consulting & Training Services

Position Title: Healthcare Marketing Consultant  
Company: MASA Healthcare Co.  
Reports To: President of Consulting & Training Services

Division: US/International Consulting Programs

Date reviewed: 08/30/09  
Location: As Assigned

Summary:

Marketing Consultant, in Healthcare, provides MASA Healthcare’s clients in the U.S. and internationally with the expertise needed to solve their marketing management problems quickly and help with their organizational development. Marketing consultants may also engage in conducting seminars in Marketing Management & Public Relation, mainly on the international level. Marketing Consultant’s work requires creativity, self- discipline, and the ability to set and meet goals. It also requires integrating these goals into the client’s culture. Marketing Consultant should be able to conduct oral presentations and give public speeches.

Supervisory Responsibilities:

Not Applicable

Essential Responsibilities:

Time%

- 30% 1. Conducting consulting services
- 30% 2. Conduct training & seminars
- 35% 3. Communicate with MASA’s clients and MASA’s regional offices overseas to identify their needs
- 5% 4. Contribute to the company’s mission of social responsibility

Additional Responsibilities:

Contribute to department’s continuous quality improvement and productivity by offering suggestions for effectiveness and efficiency.

Education:

- 1. Master’s in healthcare management, business administration, public administration, or related field.
- 2. Second language and international educational experience are preferred.

Experience:

Marketing, international business, management, public relation, or healthcare experience are preferred.

Knowledge, Skills, Abilities and Other Characteristics Required:

- Be able to interact in team environment setting
- Basic understanding of the world culture
- Interact with MASA’s training program to conduct effective seminars
- Communicate with clients to provide the appropriate consulting solutions
- Communicate effectively with employees, clients and internal office staff.
- be able to manage job-related stress

Job Context:

Office environment is the typical working setting. National and international travel may be required.

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Consultant Signature / Date

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Manager Signature / Date

**SOCIALLY RESPONSIBLE HEALTHCARE**