



Brand & Communications Lead

Location: Manila, Philippines

Lifetrack Medical Systems is a healthtech company that's developed and deployed the first scalable, distributed medical imaging software designed for affordable access around the world. Lifetrack works with large healthcare chains, public health systems and radiology group practices to scale their radiology operations seamlessly without the pain or cost of legacy medical imaging software.

Lifetrack's mission is to build simple, elegant, powerful, and intuitive software platforms for the entire healthcare ecosystem, starting in medical imaging in emerging markets, where the needs are greatest and the resources are scarcest. Our LifeSys™ platform is now being used in healthcare in Southeast Asia, South Asia, Africa, the United Kingdom and United States for hundreds of thousands of patients annually. We are trusted and backed by the Asia Impact Investment Fund of UOB and Credit Suisse, the corporate VC arm of Philips Healthcare, and Kickstart Ventures of the Philippines' Ayala Group.

Core Responsibilities

Lifetrack's ambitious growth plans require an expansion in our brand reach, positioning and execution in multiple analogue and digital channels. Lifetrack is seeking a Brand & Communications Lead, reporting to the VP/Director of Marketing, who shall be in charge of the following:

- 1. Lead planning and execution for all external-facing events Lifetrack participates in**
 - Take an internal coordination role for all Lifetrack marketing events, including physician conventions, healthcare conferences and brand-building activities
 - Manage all aspects of events project management against timelines and priorities, from planning, budgeting, proposals to branding, execution and ROI tracking
 - Serve as the main point of contact between Lifetrack and external partners such as event organizers, service providers, and vendors
- 2. Develop Lifetrack's global brand and profile as a leader in healthtech innovation**
 - Understand our existing brand profile and channels available, including events, conferences, website, and social media to maximize exposure to key audiences
 - Distill key themes and messages aligned with our brand profile and direction, and ensure they are communicated consistently company-wide and by senior management
 - Lead Lifetrack's content development efforts, including drafting social media posts, blog articles, and thought leadership pieces for the company or management team
 - Manage any external PR/activation agencies, and execute PR plan including press releases, story pitching, media kits in collaboration with respective agencies



3. Support Lifetrack's other marketing and branding efforts geared to different audiences

- Collaborate with People & Talent to align on branding and communications initiatives targeted for recruiting, retention and employer positioning
- Collaborate with Product Management for product- or feature-specific marketing and communications needs to be highlighted in external events or communications

Critical Requirements

Domain expertise. The role requires an experienced manager with a proven track record of conceptualization and execution of successful marketing, communications and events projects, based on proper market data and trend analysis.

Strategic mindset. The Marketing and Communications Lead is expected to successfully manage the marketing initiatives with consideration of all stakeholders, given concrete, efficient, optimal output and return on investment.

Constant collaborator. The Marketing and Communications Lead will collaborate with multiple teams, getting diverse perspective from both internal and external stakeholders. Collaboration and consistently developing the best way of communication is key to get the message across the market.

Healthtech-inclined. Lifetrack's Teleradiology Services is powered by our LifeSys™ product, a cutting-edge medical imaging platform different from anything else in the market. The candidate should have a strong affinity for new technology, and be familiar with trends and innovations all across the world.

Operating Principles

Purpose-driven. We are looking for individuals who are aligned with our mission and are motivated by working on healthcare technology that can positively impact millions of lives around the world.

Do it right, from the start. We believe in starting from first principles and putting in the hard work now to avoid more work down the future. Our LifeSys™ platform, built from the ground up, reflects this.

Radical transparency. We want our people to keep growing and improving. Receiving and giving feedback is critical for this. We expect people to be upfront, open and willing to learn from each other.

Crush the bottlenecks. We are always focused on the critical path to achieving results. We expect our members to be relentlessly efficient in clearing the obstacles to this critical path.

Going the extra mile. We like and reward team members who are not only good at their jobs, but will raise their hand and propose projects or solutions that help take Lifetrack forward.