



Owned & Operated by IMAGE PLUS CONSULTANTS LTD.

JOB DESCRIPTION

JOB TITLE: Marketing Officer – Central Jamaica

DEPARTMENT: Marketing

REPORTS DIRECTLY TO: Marketing Manager

SCOPE OF JOB: Execute the agreed annual marketing strategies for central Jamaica, in keeping with plans for partner relationships, marketing activities and events. Promotes a positive brand image for the Company.

IMMEDIATE REPORTEES: Not Applicable

MAIN DUTIES & RESPONSIBILITIES:

- Builds a portfolio of referring physician partners across central Jamaica by meeting with them on a frequent basis and providing solutions to meet their needs.
- Coordinates feedback from referring physicians and IPCL Supervisors to optimize patient experience and referral numbers and ensure consistency in communication.
- Suggests new methods and campaigns to meet targeted referral numbers.
- Acquires new referring partners per targets set.
- Assists in the execution of marketing campaigns including coordination across social media platforms.
- Attends key conferences or sponsored events to engage referring partners; this includes the manning of the company's booth as required.
- Monitors the competitive landscape to proactively respond to activity.
- Produces monthly reports on activity for information and marketing analysis.
- Assists in the distribution of marketing materials including leaflets, posters, etc.
- Performs any other duties assigned.

EDUCATION, TRAINING & WORK EXPERIENCE REQUIRED:

- Bachelor's degree in Marketing, Business Administration or related discipline.
- At least three (3) years' experience in Sales and Marketing.
- Strong customer service mindset.
- Creative individual who employs problem-solving skills.
- Ability to work on own initiative and flexible.
- Possesses a valid driver's license and vehicle for use in executing role, with willingness to travel across central Jamaica.
- Knowledge of the medical industry is an asset.
- Team player who willingly supports all Marketing team activities.
- Competence in use of Microsoft Office Suite.

If you want to be a part of our growing and dynamic team, we invite you to submit your application to careers@apex-radiology.com no later than Friday, September 11, 2026. We offer a competitive salary, including benefits. Shortlisted applicants will be contacted for an interview.