

Marketing & Growth Lead

This job description outlines the scope and primary responsibilities of the Marketing & Growth Lead. It is not an exhaustive list of all tasks and may evolve with the business. Additional related duties may be assigned as required.



Position	Marketing and Growth Lead
Role Type	Support Team
Work Type	On-site
Location	Abuja
Reports To	CEO
Employment Type	Full-Time
Compensation	₦250,000 - 300,000 monthly
Key Relationships	CEO, Clientele,
About Us	Asenka Global (AG) is a rapidly growing enterprise in the healthcare and wellness sector, operating a chain of pharmacies , a short-let hospital business , and a nascent



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	<p>healthcare consulting arm.</p> <p>We are seeking an entrepreneurial and results-driven Marketing and Growth Lead to drive user acquisition, patient engagement, and revenue across all our business units.</p>
Role Summary	<p>The Marketing & Growth Lead is responsible for developing and executing integrated marketing and growth strategies that expand Asenka Global's brand footprint, drive customer/patient acquisition, increase revenue, and strengthen market positioning.</p> <p>This role blends digital performance marketing, offline/local activation, brand management, and business growth strategy. It requires a hands-on operator with strong analytical depth, excellent execution discipline, and the ability to manage multiple brands simultaneously.</p>
What We're Looking For	<p>We're looking for someone who is:</p> <ul style="list-style-type: none">• Execution-strong - able to run marketing for multiple units without losing speed.• Growth-driven - understands acquisition funnels across pharmacy, hospitality, and healthcare.• Digitally skilled - social ads, SEO/SEM, PPC, email marketing, CRM.• Analytical - makes decisions using data, not guesses.• Entrepreneurial - comfortable building processes and strategies from scratch.• Customer-centric - focused on footfall, occupancy, retention, and CLV.• Healthcare-aware - understands patient behaviour.• Organised and reliable - handles structured reporting and deadlines.
Requirements	<p>Must-Have</p> <ul style="list-style-type: none">• 3–5+ years of experience in marketing, growth, or brand management.



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	<ul style="list-style-type: none">• Demonstrated experience with digital marketing (SEO/SEM, SMM, PPC, content).• Proven ability to run campaigns for consumer-facing businesses.• Strong knowledge of Abuja consumer behaviour.• Analytical capability using Google Analytics, CRM data, Excel/Sheets.• Strong communication and copywriting skills.• Ability to manage multiple brands.• Experience managing budgets and delivering ROI. <p>Nice-to-Have</p> <ul style="list-style-type: none">• Prior experience in healthcare, wellness, pharmaceuticals, or hospital marketing.• Experience in retail, hospitality, FMCG, or real estate.• Basic design skills (Canva).• CRM or marketing automation experience.• Ability to manage vendors/creative partners.
<p>Key Responsibilities</p>	<p>A. Strategy & Planning</p> <ul style="list-style-type: none">• Develop unified quarterly marketing and growth plans for all Asenka Global units.• Conduct market and competitor research.• Build brand positioning strategies.• Manage and optimise marketing budgets. <p>B. Digital Marketing & Patient/Customer Acquisition</p> <ul style="list-style-type: none">• Lead SEO/SEM, Google Ads, Meta Ads, email marketing, PPC.• Drive pharmacy footfall, online orders, and hospital bookings.• Manage content creation and social media calendars.• Optimise digital user journeys.• Use analytics tools to improve conversions. <p>C. Physical & Local Marketing Execution</p> <ul style="list-style-type: none">• Implement hyper-local marketing for pharmacies and hospital units.• Build partnerships with community influencers and healthcare providers.• Execute in-store promotions and community outreach.• Support offline branding.



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	<p>D. Growth & Performance Management</p> <ul style="list-style-type: none">• Track and report performance across all business units.• Identify underperforming areas and propose interventions.• Support Business Intelligence with insights. <p>E. Brand Management</p> <ul style="list-style-type: none">• Maintain brand consistency across all touchpoints.• Manage creative briefs and approvals.• Maintain a central asset library. <p>F. Business Growth & B2B Consulting Acquisition</p> <ul style="list-style-type: none">• Develop B2B marketing strategies for the consulting arm.• Create pitch decks, proposals, and white papers.• Support partnership development. <p>G. Team Leadership & Innovation</p> <ul style="list-style-type: none">• Recruit/manage a small marketing team as the business grows.• Implement a test-and-learn growth culture.• Explore low-cost/high-impact growth tactics.
<p>Key Performance Indicators (KPIs)</p>	<p>Your performance will be measured across the different Asenka Global business units.</p> <p>1. Pharmacy (Mace)</p> <ul style="list-style-type: none">• Monthly Footfall Growth: +10–15% increase in walk-ins.• Customer Acquisition Cost (CAC): Maintain ₱2,500–₱3,000 or lower.• Digital Orders / Conversions: +20% growth in online orders or enquiries.• Campaign Performance: At least 2 successful campaigns/month with measurable lift in sales or visits. <p>2. Apartments / Hospitality Units</p> <ul style="list-style-type: none">• Occupancy Rate: Maintain 70–80% monthly occupancy.• Booking Conversion: 25–30% conversion from enquiries to confirmed bookings.



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	<ul style="list-style-type: none">• Guest Satisfaction: Maintain 4.3★ – 4.8★ average rating. <p>3. Healthcare Consulting (B2B)</p> <ul style="list-style-type: none">• Lead Generation: 6–10 qualified leads per quarter.• Proposal Conversion: Convert 15–20% into paid consulting projects.• Partnership Growth: Secure 1–2 new corporate or institutional partnerships/quarter.. <p>4. Digital & Brand Performance (All Units)</p> <ul style="list-style-type: none">• Social Media Growth: +8–12% increase in monthly reach/followers across pages.• Content Engagement: Minimum 3–5% engagement rate.• Digital Conversion Rate: +10–15% improvement in website/landing page conversions.• SEO/Visibility: Rank on page 1 for 3–5 priority keywords within 6–9 months. <p>Overall Growth Contribution</p> <ul style="list-style-type: none">• Revenue Growth Contribution: Support +20–30% annual revenue increase across units.• Campaign ROI: Minimum 2x ROI on paid ads and growth campaigns.• Brand Consistency: 100% compliance with brand guidelines across all units.• Reporting: Submit accurate monthly marketing and growth performance reports.
<p>Working Structure</p>	<p>Reports to: CEO</p> <p>Works closely with:</p> <ul style="list-style-type: none">• Operations Leads across business units• Design/Branding support• Finance• Business Intelligence• HR (for recruitment/culture campaigns)