

Performance & Outreach Specialist

This job description delineates the scope and primary responsibilities of the Performance & Outreach Specialist (Marketer). It is not an exhaustive catalogue of potential tasks, and duties may evolve without altering the essence of the position or the level of responsibility. The Performance & Outreach Specialist (Marketer) may also be assigned additional related duties as deemed essential.



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Position	Performance & Outreach Specialist (Marketer)
Role Type	Support Team
Work Type	Flexible/Remote
Location	Abuja FCT/Lagos
Reports To	Marketing and Growth Lead
Employment Type	Full-Time
Compensation	₦70,000 - 80,000 + Performance Commission + Allowances
Key Relationships	CEO, Clientele,
About Us	<p>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 healthcare consulting arm.</p> <p>The Performance & Outreach Specialist strengthens customer acquisition, digital traffic, community engagement, and partnership development across all business units, especially Mace Pharmacy & Store, Asenka Apartments, and the Healthcare/Consulting arm.</p>

<p>Role Summary</p>	<p>This role focuses on executing high-impact field outreach, digital engagement, partnership sourcing, and lead generation to drive measurable growth.</p> <p>It is a hands-on, performance-driven role ideal for young, energetic, results-focused individuals who thrive on achieving targets and interacting directly with customers, communities, and digital audiences.</p>
<p>What We're Looking For</p>	<p>We're looking for someone who is:</p> <ul style="list-style-type: none"> ● Energetic and confident - comfortable speaking with people and pitching services. ● Digitally savvy - understands social platforms and online engagement. ● Execution-driven - consistent in daily outreach and meeting performance targets. ● Persuasive and customer-focused - handles enquiries professionally. ● Resourceful - identifies opportunities, partnerships, and high-traffic locations. ● Reliable and organized - keeps good records and submits timely reports. ● Ambitious - motivated by performance-based earnings.
<p>Requirements/Qualifications</p>	<ul style="list-style-type: none"> ● SSCE/OND/HND/B.Sc. in any field. ● 1–3 years of experience in field marketing, sales, or customer-facing roles. ● Highly comfortable and savvy in using social media platforms, basic analytics, and online communication tools for business purposes. ● Excellent verbal and written communication skills with a confident, persuasive, and professional demeanour. ● Must be highly autonomous, disciplined, and proactive, requiring minimal supervision to hit targets. ● Possesses a competitive spirit, thrives under pressure, and is motivated by direct financial rewards tied to performance.

<p>Key Responsibilities</p>	<p>Digital Performance & Conversion</p> <ul style="list-style-type: none"> ● Social Media & Content: Execute daily content distribution and engagement strategies across relevant platforms (e.g., Instagram, TikTok, LinkedIn) to drive traffic to AG's online pharmacy, hospital booking pages, and consulting sign-up forms. ● Influencer & Outreach: Identify and engage local micro-influencers and community pages to promote AG's services, managing paid or barter collaborations. ● Online Lead Generation: Implement targeted online campaigns (e.g., specialized group posts, forum engagement) designed to capture leads for specific services, especially for the hospital and consulting arm. <p>2. Local & Grassroots Activation</p> <ul style="list-style-type: none"> ● Community Engagement: Act as an AG ambassador at the local level, distributing marketing materials, organizing small-scale community health talks, and generating buzz around new pharmacy openings or hospital services. ● Partnership Sourcing: Identify and establish relationships with local businesses (e.g., gyms, corporate offices, schools) for patient/customer referral programs to the pharmacies and hospital. ● Feedback Collection: Collect and report actionable customer feedback and market intelligence from grassroots efforts back to the Marketing Lead. <p>3. B2B / Consulting Support</p> <ul style="list-style-type: none"> ● Targeted Research: Assist the Marketing Lead by conducting research to identify potential B2B clients for the consulting business (e.g., list building of mid-size hospitals, health tech start-ups). ● Initial Outreach: Execute initial outreach scripts (email/LinkedIn) to set up introductory meetings for the consulting sales team.
<p>Key Performance Indicators (KPIs)</p>	<p>Pharmacies</p> <ul style="list-style-type: none"> ● New Customer Acquisitions: Payout per unique new customer acquired (verified through discount code/online order).

	<p>Hospital</p> <ul style="list-style-type: none"> ● Qualified Booking Referrals: Payout per verified, scheduled hospital appointment/booking generated. <p>Consulting</p> <ul style="list-style-type: none"> ● B2B Leads Converted: Payout per consulting lead that accepts an introductory meeting with AG leadership. <p>Digital</p> <ul style="list-style-type: none"> ● Targeted Traffic Generation: Bonus for achieving daily/weekly traffic targets to specific landing pages. <p>Outreach</p> <ul style="list-style-type: none"> ● Signed Local Partnerships: Payout per finalized referral agreement with a corporate or local business.
<p>Compensation & Earning Potential</p>	<p>This is a 70% commission-based role that rewards high performance. Compensation is structured around achieving measurable targets (e.g., number of qualified leads generated, new customer acquisitions, successful partnership referrals).</p> <ul style="list-style-type: none"> ● High Payouts: Competitive commission rates tied to high-value actions (e.g., a hospital booking is worth more than a single pharmacy transaction). ● Clear Targets: Specific, weekly, and monthly targets will be set, with transparent tracking of all metrics. ● Unlimited Earning: There is no cap on earning potential; the more targets you achieve, the more you earn. ● An allowance will be paid monthly to support the activities and task above.
<p>Working Structure</p>	<p>Reports to: Marketing & Growth Lead</p> <p>Works with:</p> <ul style="list-style-type: none"> ● Operations & Marketing Supervisor ● Pharmacy/Apartments Operational Teams ● Design/Branding Support

	<ul style="list-style-type: none">• Business Manager (oversight on campaign impact)
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