

Marketing Associate – Events and Brand Activation (Bengaluru)

CLOUDPHYSICIAN

Cloudphysician is a healthcare company reimagining the delivery of critical care through patient-centric solutions. We use our advanced technology, designed and developed in-house, to increase access to care all across the globe.

Our Care Center, based in Bangalore, is staffed 24/7 by a highly qualified and trained critical care team that includes super-specialist doctors, nurses, dieticians, and pharmacologists. The clinical team uses our proprietary platform, RADAR, to connect to hospital ICUs to oversee and manage the care of critically ill patients across multiple regions. RADAR, built by our team of technology experts, incorporates automation, computer vision, real-time video, and data analytics to help expert care providers connect to and provide care to patients.

As of May 2025, we have cared for over 1,50,000 plus intensive care patients across 23 states in India and saved numerous lives. Learn more at: www.cloudphysician.net.

JOB DESCRIPTION

We are looking for a highly organized and proactive Marketing Associate (Events and Brand Activation) to join our marketing team. The ideal candidate will be responsible for managing marketing collateral, coordinating with vendors, tracking inventory, overseeing event logistics, and implementing internal branding initiatives. This role is critical in ensuring our brand is consistently and effectively represented across customer touchpoints and internal channels.

RESPONSIBILITIES

1. Vendor & Collateral Management

- Ensure adherence to brand guidelines and quality standards in all deliverables.
- Coordinate with external vendors for design, printing, and timely delivery of marketing materials (e.g., brochures, banners, certificates).

2. Inventory Management

- Maintain and monitor in-house inventory of marketing collateral.
- Track stock levels, forecast requirements, and initiate reorders as needed.

3. Project Coordination

- Lead and execute cross-functional marketing projects from planning through completion.
- Track project timelines, manage dependencies, and ensure timely delivery of outcomes.

Cloudphysician Healthcare Pvt. Ltd.

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4. Deployment Support

- Oversee the preparation and dispatch of materials for post-sales activities (e.g., board installations, certificate distribution).
- Coordinate with field teams for smooth execution.

5. Event Management Support

- Plan and manage event logistics, including booth setup, material movement, and on-ground coordination.
- Collaborate with event organizers and internal stakeholders to ensure successful execution.

6. Customer Testimonial Coordination

- Identify potential customers for testimonials in collaboration with field teams.
- Organize and manage testimonial shoots, ensuring alignment with brand tone and quality.

7. Internal Branding

- Drive internal branding initiatives to enhance employee engagement and culture.
- Design and implement campaigns that align with the company's brand identity and values.

QUALIFICATIONS

- Bachelor's degree in Marketing, Business Administration, or related field.
- 1–3 years of relevant experience in marketing operations, brand activation, or event management.
- Strong project and time management skills.
- Excellent verbal and written communication.
- Experience in working with vendors and cross-functional teams.
- Ability to manage multiple tasks in a dynamic, fast-paced environment.
- Creative thinking and a keen eye for detail.

How to apply

If you are interested, please send your resume to careers@cloudphysician.net

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