



## NATIONAL HUB FOR HEALTHCARE INSTRUMENTATION DEVELOPMENT

Kalanjiyam Building, 2<sup>nd</sup> Floor, Opp. to Mining Engineering,

Anna University, Chennai – 600 025

Ph. +91-44-2235 7938, E mail: au.nhhid@gmail.com

**Dr. K. Sankaran**  
Coordinator

**Dr. T. Thyagarajan**  
Co-Coordinator

The National Hub for Healthcare Instrumentation Development (NHHID) is funded by the Department of Science and Technology for carrying out mission-oriented projects related to healthcare instrumentation development. Candidates are invited for a **Walk-In Interview** for the post of Project Associate – Executive Business Liaison (Marketing) as per the schedule given below

S.No	Manpower	Qualifications
1.	<b>Project Associate – Executive Business Liaison (Marketing) –</b> 1 Post (Rs. 15,000-20,000/- p.m)	<b>Essential:</b> Masters in Business Administration (MBA) <b>Above 60 % in U.G. &amp; P.G. (Regular)</b>  <b>Desirable:</b> Specialized in Marketing/Hospital Management is an added advantage.

Eligible Candidates who are interested may appear for the Walk in interview with original educational/degree certificates, updated resume & experience certificates if any at the following address on **04.11.2016 at 10:00A.M.**

### Coordinator

**NHHID, Kalanjiyam Building,  
2<sup>nd</sup> Floor, Opposite to Mining engineering,  
CEG Campus, Anna University,  
Chennai - 600 025.  
E-Mail: au.nhhid@gmail.com**

### Major Duties:

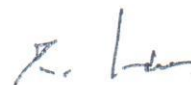
The candidate will support the marketing activities of the organization. Specifically he/she will be employed to:

- Liaise and network with a range of stakeholders from hospitals, clinicians, manufacturing industries, medical instruments service providers & distributors.
- Effective distribution of marketing materials.
- Maintain database and updating clients and assist in monitoring the market
- Achieve short and long term revenue and profit goals with the team.
- Organize promotional events and exhibitions.
- Carry out market research and customer surveys to assess demand, brand positioning and awareness.
- Design and create pamphlets, posters, advertising materials etc.,
- Provide assistance in developing internet presence, keeping the website up-to-date, improve visibility.

### **General Instructions**

- **Those who had applied earlier need not attend.**
- Candidates attending the interview will do so at their own expense.
- These posts are purely temporary.
- Selected candidates have to report for their duty within 2 weeks after the interview.
- The duration of the fellowship would be coterminous with the project.
- The selection criteria are as per the guidelines of Anna University, Chennai.

For further details please contact: Coordinator, NHHID, Anna University, Chennai - 600 025.  
Ph. 044-2235 7938, E.mail: au.nhhid@gmail.com



**COORDINATOR**

**National Hub for Healthcare Instrumentation Development  
Anna University, Chennai - 600 025.**