

Commercial Marketing Advisor- FPA India

Location: Mumbai, India (with travel to FPA India clinics as required) plus travel to support additional MAs

Contract Duration: Initially 6 Months

Compensation: commensurate with experience and qualification.

About FPA India

Family Planning Association of India (FPA India) is a leading non-governmental organization working to advance Sexual and Reproductive Health and Rights (SRHR) across India through a network of clinics, outreach programmes, and community-based initiatives. FPA India operates through 44 branches and projects, delivering a wide range of health services and programmes.

The Opportunity

FPA India is seeking an experienced and results-driven **Commercial Marketing Advisor** to support the growth and sustainability of its healthcare services. This role will focus on increasing client demand, improving clinic visibility, strengthening marketing capabilities, and driving measurable growth in service uptake and revenue. The successful candidate will work closely with local clinic teams and international marketing experts to develop and execute commercially focused, data-driven marketing initiatives.

Key Responsibilities

Marketing Strategy & Planning

- Support the development and implementation of a 12-month commercial marketing strategy.
- Translate strategic goals into practical monthly marketing campaigns.
- Conduct market analysis and provide customer-focused insights to enhance the patient journey.
- Develop tools to monitor brand perception, audience engagement, and local demand trends.
- Train and mentor local teams on commercial marketing best practices.

Marketing Execution

- Manage and optimize social media channels, ensuring consistent and impactful messaging.

- Plan and execute paid digital marketing campaigns focused on customer acquisition and return on investment.
- Coordinate outdoor advertising, clinic branding, community engagement activities, and promotional campaigns.
- Support website content updates and campaign landing page development.
- Develop audience-specific marketing approaches through segmentation and targeted messaging.
- Improve clinic-level branding and patient-facing communications.

Performance Monitoring & Reporting

- Develop monthly marketing performance dashboards and reports.
- Track key performance indicators (KPIs) including inquiries, conversions, clinic footfall, and campaign performance.
- Provide evidence-based recommendations to improve marketing effectiveness.
- Build local capacity for ongoing marketing performance monitoring and reporting.

Required Qualifications & Experience

- Proven experience in commercial, corporate, healthcare, or consumer marketing.
- Demonstrated success in driving customer demand, lead generation, and conversion.
- Strong expertise in digital marketing, including paid social media campaigns.
- Experience managing integrated marketing campaigns across multiple channels.
- Excellent content development, communication, and copywriting skills.
- Strong analytical and reporting capabilities with experience using marketing metrics and insights.
- Ability to work effectively with diverse stakeholders and cross-functional teams.
- International experience is desirable but not essential.
- Willingness to travel as required.
- Available to join immediately.

Application Instructions

Please submit your CV along with letter of interest outlining relevant experience by email to hr@fpaindia.org within 10 days of publication of job application with the Subject line: Application – Commercial Strategy Implementation. This job opportunity will be on an ongoing basis, till a suitable candidate is found.

FPA India will only contact and give feedback to candidates who are shortlisted.

FPA India being national level organization in the field of Sexual & Reproductive Health with international network relationships provides best opportunity for personal growth and healthy work atmosphere. More details on our website: www.fpaindia.org

FPA India provides equal opportunity to all without any discrimination.

FPA India is committed to the safety and protection of children, young people and vulnerable adults. This position may involve interaction with these groups.

Since the Headquarters is in Mumbai, those in Mumbai or those willing to shift to Mumbai on their own may only apply.

Apply within 7 days to:

Director General

FPA India,

Bajaj Bhawan,

Nariman Point,

Mumbai – 400021

E-Mail: hr@fpaindia.org