



JF – Center Network Lead

Job Title:	Location:	Reporting to:	Probation
Center Network Lead	Kathmandu (with frequent travel within Nepal)	Executive Director	6 months

The Center Network Lead will lead the establishment, marketing, and profitability of SPN's network of women health clinics offering comprehensive, women-centric health services. The position will provide strategic leadership for the women's health clinic network, driving growth of existing clinics and leading expansion of new clinics into emerging markets. This role will be accountable for service delivery growth, high-quality client-centric care, and financial profitability and sustainability of the clinic network. This is a strategic marketing and business leadership role rather than a clinic administration position, and requires a professional with a proven track record of driving profitability and client growth in healthcare service settings.

Mission driven	Client centered	Accountable	Courageous	Resilient	Inclusive
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Key Responsibilities

Business Development, Leadership and Management oversight (30%)

- Lead strategic planning for establishing and growing women's health clinics across identified locations in line with SPN's vision and strategy.
- Conduct market assessments and feasibility studies to define service mix, site selection, and pricing models for new and existing clinics.
- Contribute to organizational and clinic network strategic planning for long-term growth and sustainability.
- Develop and execute go-to-market and business development strategies to expand and retain the client base.
- Build partnerships with gynaecologists, diagnostic centres, pharmacist, corporates, and community health workers to strengthen referrals.
- Achieve financial, service delivery, and quality KPIs as per organizational standards.
- Provide leadership to ensure high team morale, accountability, and productivity through on-the-job coaching, field visits, and structured performance reviews.
- Implement performance improvement and growth initiatives such as referral and incentive schemes, service diversification, pricing models, client-centric care, extended hours, and optimized staffing.
- Promote partnership with CSOs for expansion of services as an additional avenue of revenue for the centers,
- Direct all efforts towards making the health centers financially self-sustained

Marketing, Monitoring and Decision-Making (30%)

- Lead development and execution of marketing, brand positioning, promotion, and client mobilization strategies to boost clinic productivity, service uptake, and revenue.
- Design targeted marketing campaigns (digital, print, and community-based) to position SPN's clinics as trusted women's health providers.
- Ensure alignment with MSI global branding and SPN's strategies on infrastructure, ambience, pricing, and overall brand positioning.

<ul style="list-style-type: none"> – Strengthen partnerships with local government and non-governmental bodies to enhance SPN's visibility and outreach. – Analyze client trends, market dynamics, and competitor activity to identify opportunities, manage risks, and guide business decisions. – Oversee development of promotional and communication materials aligned with SPN's brand values and client experience standards. – Prepare periodic performance and progress reports for the ED, highlighting key marketing and business insights.
<p>Profitability and Performance Management (10%)</p>
<ul style="list-style-type: none"> – Develop business plans, revenue models, and performance metrics for each clinic. – Monitor and drive financial performance, ensuring that both new and existing clinic meet profitability goals. – Identify opportunities for cross-selling and service diversification to maximize revenue potential.
<p>Operational Oversight (Start-up Phase) (10%)</p>
<ul style="list-style-type: none"> – Oversee new setup (either own Clinics or at polyclinics owned by others), including staffing, vendor engagement, licensing, infrastructure, and operational systems. – Coordinate with internal teams to ensure timely service readiness and seamless transition to steady-state operations. – Conduct trainings and exposure visits to build clinic managers' and staff capacity in communication, cross-selling, client handling, and client-centric care. – Establish an effective framework for regular performance reporting, tracking, and business analysis. – Prepare business cases for new clinic openings or relocation of existing sites.
<p>Quality Assurance and client centric care (10%)</p>
<ul style="list-style-type: none"> – Ensure client feedback collection, analyses and action plan in place. – Closely follow up with support functions to ensure clinic management team are receiving timely support on supplies, human resource and facility maintenance, IT and procurement related matters. – Makes periodic market analyses, customer feedback assessment and report sharing for decision making. – Ensure clinic staff are trained and adhering to SPN policies like safeguarding, AFB, code of conduct and duty of care statement signed by all staff. – Ensure quality protocols, incident management, periodic internal and external quality assessment exercises, competency assessment of service providers and trainings are properly implemented.
<p>Team Management and Development (10%)</p>
<ul style="list-style-type: none"> – Build a performance-driven, client-focused culture across the clinic network. – Collaborate with clinical and communication teams to ensure service quality and brand consistency. – Foster teamwork, knowledge sharing, and staff engagement within the department. – Implement capacity development plans, set KPIs, and conduct periodic performance reviews per policy. – Lead mentoring and capacity-building initiatives to support professional growth of team members and clinic managers. – Coach direct reports and promote cross-learning across teams. – Perform other duties as assigned by the line manager.

Qualification and Experience:

- Education: Master's degree in Public Health (MPH), Business Administration (MBA), Healthcare or Hospital Management, Marketing, or a related field.
- Experience: Minimum 7 -10 years of progressive experience in marketing or business development for hospitals, clinics, or healthcare service chains.
- Proven experience in setting up clinics/hospital or scaling healthcare service centres will be highly valued.
- Familiarity with health sector, reproductive health or women's health sector is desirable.
- Strong understanding of healthcare consumer behaviour, competitive market dynamics, and service marketing.
- Demonstrated ability to develop and execute marketing and business strategies that drive profitability.

- Track record in achieving financial and non-financial targets in business management.
- Excellent leadership, negotiation, and stakeholder management skills.

Skills and Competencies:

- Strategic and analytical thinker with strong execution skills and a track record of delivering results.
- Entrepreneurial mindset focused on sustainability, cost-effectiveness, and long-term impact.
- Strong financial acumen with advanced skills in analysis, forecasting, and business interpretation.
- Deep commitment to quality and client-centered service, ensuring customer satisfaction remains central to operations.
- Excellent communication, networking, and relationship-building abilities across diverse stakeholders.
- Proven success in managing profitable commercial ventures, preferably in healthcare services.
- Pro-choice and aligned with organizational values on reproductive rights.
- Bold and decisive, able to take calculated risks and lead new initiatives.
- Effective in fast-paced, mission-driven environments; capable of performing under pressure and meeting tight deadlines.
- Strong computer proficiency, including:
 - Data analysis, forecasting, and business interpretation
 - Presentation and documentation (concept notes, SOPs, best practices, success stories)